PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.
GEO. P. ROWELL & CO., Publishers, 10 SPRUCE St., NEW YORK.

OL. XII.

NEW YORK, JUNE 5, 1895.

No. 23.

Politicians Are Not Very Good Buyers.

They read the political news, not the advertisements.

The Evening Wisconsin is not a party paper, it is a home newspaper.

It is the only paper in Wisconsin which has always paid for every contribution it has printed.

It has the largest circulation of any daily paper in Wisconsin.

It is a high-grade, three-cent paper, daily and weekly.

It is read by high-grade people.

It is patronized by high-grade advertisers, for whom it brings in good returns.

For rates, address

THE EVENING WISCONSIN, Milwaukee.

C. H. EDDY,
Eastern Representative,
10 Spruce Street,
New York.



A Big Difference....

There is proportionately as big a difference in the circulations of local country weeklies as

between metropolitan dailies. Advertisers spending thousands of dollars in country lists should thoroughly examine the individual papers of those lists.

They should demand that a circulation statement be made them each week—not of each paper, but of each list of papers.

Were this done in every instance advertisers would find a big difference in the average circula-

tion of the papers of the different lists.

Every advertiser in the Atlantic Coast Lists receives weekly a printed statement of the circulation his advertisement has received—together with the names of the papers in which it has been inserted. He knows just what he is paying for. There is no guesswork about it.

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1450 local papers.

Transient advertising half a cent a line a paper. If 1,000 lines are used quarter of a cent. Catalogue for the asking.

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ATLANTIC COAST LISTS,

134 Leonard Street,

New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

ol. XII.

NEW YORK, JUNE 5, 1895.

No. 23.

HOW A TRAGEDIAN READS THE carefully. I am always anxious to NEWSPAPERS.

By Thomas W. Keene.*

I read daily the New York Herald, the Tribune and the World. I always ead the editorial page first. In this way I get a general summary, or conensus of political opinion and discussion on other subjects of timely interest. I like to read all sides of a political question. I am not a poliician; a man in my profession could not afford to be one, but I take a natural interest in such questions and am curious to see how the world is moving, politically. For this reason I always read the editoral page before I peruse the news departments of the paper.

l next read such columns or such news as will furnish me an idea of the general business condition of the country. I never read a murder trial or a divorce case. I have no interest whatever in such matters. I glance at the headings having reference to the general news of the day and carefully read the most important articles in

that line.

I read, or look over, the advertisements in the amusement column. That is a matter of business. I want to see what is going on in the theaters, the new plays that are to be presented and at what houses the prominent actors are appearing, or are announced to

appear.

I always read the theatrical criticisms, that is, when I find one, for many of the articles written about plays (and this may be stated as a fact and not in any spirit of disparagement) are not criticisms, but notices or descriptions of the play. But the last column I read in the daily newspaper is the one devoted to criticising the plays, and I peruse this most

get the ideas of these writers on the latest play or the reigning star in the dramatic firmament. As an actor, I certainly believe that criticisms are valuable. In all towns you will find one or two dramatic critics, not "space" writers or writers of theatrical notices, but men who, by education and newspaper training, are really competent to criticise the plays that are produced at the different theaters. Such reading ought to be interesting and valuable to an actor. It is to me. I am willing to confess that I have often received valuable suggestions from such writers for the daily newspapers and I am always glad to read their articles, which oftentimes betray great knowledge of the drama and the art of acting.

I do not like the daily newspapers on one account-they are too large. It would seem as if too much space was given to some subjects. Of course, the daily newspaper must give plenty of space to its advertising patrons. understand the necessity for that and it is all right, but it seems to me that too much space is given to long articles with flaring head-lines, and I suppose the class of articles I refer to come under the head of the sensational

features of the paper.

But the head-lines in themselves are They serve to show the character of the article, and a man can steer quickly away from it if it does not appeal to his literary appetite. The divorce cases, the murders, the elopements and such features, by means of the head-lines, are quickly discovered, and they can be as quickly passed over.

I rarely read an advertisement in a daily newspaper, unless it is the theatrical announcements, as I have just mentioned. They do not attract my attention in any way because, I suppose, I have no reason to be drawn

^{*} Interview with Geo. J. Manson.

vertisements in the panels of the street They are concocted in such a humorous, peculiar style that one cannot help having his attention called to ment when he remarked in a speech them, especially when he has nothing before the English Newspaper Society. to read and does not care to have a the other evening, that the newspaper staring match with the passenger sit-

ting opposite to him.

Among the dramatic papers I read such journals from the business point of view. I read them quite carefully in order to see what is going on in the theatrical world. That is a part and parcel of my business. I read the whereabouts of different companies cation by advertisement." and actors. I read the letters from different points of the country and, in development of modern civilization has cities. I find there (in the news columns or from the advertisements, which I also read) what other actors are doing, or what they propose doing.
In magazine literature I read Scrib-

ner's, Harper's, the Cosmopolitan and Munsey's. I read one, or more, depending very much on what part of the country I am in, what magazine i can get hold of, and how much time I have at my disposal. I look upon the magazines as a course of literary instruction for the general public, especially for the actor fond of reading, who cannot carry his library with him while traveling from one end of the

country to the other.

I read some of the advertisements in

the magazines.

I read everything relating to books pers and the periodicals. This remark refers not only to the able and excellent reviews which appear in the different publications, but to the adverthe announcements of new books the heavier class of periodicals, like the Forum and the North American where is no pleasure taken.

to them. But I often read the ad- MR, BALFOUR ON NEWSPAPER ADVERTISING.

Mr. Balfour showed true discern-"in its capacity as an advertising agent is, after all, of the first importance to any civilized society, inasmuch as it the New York Mirror and the Dra- brings together those who have some-matic Times. I am obliged to read thing to sell and those who have somebrings together those who have something to buy." The general news and comment and "all the other machinery of communicating information to the public," he added, "really are not of more importance to the community 'route columns" which give the at large than the power of communi-

It is not too much to say that the

that way, discover the state of theatri- been assisted by no agent so powercal business in the various towns and ful as the newspaper; and the progress of all trade, enterprise and invention, which has distinguished this century. and more especially the last generation, has been accelerated by no means more effectual than newspaper advertising. The advertisement brings together the seller and the buyer, the supply and the demand, as in former times and to a comparatively limited extent they were brought by the fairs and market days. By thus facilitating and vastly increasing their means of communication, it has helped to reduce prices, to stimulate the competition and emulation from which comes improvement in production, and to multiply the demand for the materials and the appliances which contribute to the advancement of civilization. The advertisement carries immediately or literature in both the daily newspa- to the remotest regions information formerly obtainable only by the few and near, or which slowly extended by hearsay from the great central markets. With the assistance of improved tisements of books as well. I read means of transportation and communication, largely dependent on it also wherever I see them. I rarely read for the publicity necessary to their prosperity, it has changed the whole face of modern society, given uniformity Review, I have tried to read the to its dress and its wants, and opened Humboldt Library, which doubtless up to the inventor, the manufacturer, contains a valuable series of books, but and all producers a market which is the scientific theories advanced by the world-wide. The sign of the merdifferent writers, I confess, are some- chant is no longer confined to his imwhat confusing to the intellect and so mediate place of business. He puts
I dropped them, believing with the it in the newspaper for all men to see. immortal bard, whose creations I en- Information requisite for everybody is deavor to interpret, that no profit grows obtainable by the great mass of the public from the advertisements only. lly known private wants upon which labor exchange, a directory, a bulleng distinction otherwise impossible

or traders and producers.

The benefit that comes to a great ewspaper from its advertising is innitesimal as compared with that reeived by the advertisers themselves nd by the public. The opportunity purchase the publicity it affords is privilege which, as Mr. Balfour ays, is one of the most important onferred on society by the growth and development of the newspaper. Whatever tends to increase the circuation and to deepen the respect and onfidence in a newspaper, inures diectly to the advantage of the adver-The newspaper also gains in s power to serve the interests of the ublic in extending the range of its nformation, and elevating the quality f its intellectual ability, by thus serving the interests of the advertiser. All the public profit by the profit it receives as a means of communication between the buyer and the seller. Without publishing the advertisements, would be deficient in some of the most useful information of the day. Without its other contents, maintained at the highest standard only by the assistance of advertising support, it would be valueless to the advertiser.

Practically every department of trade in New York which has grown to great activity has been fostered, first of all, by advertising. Merchants, not many years ago unknown beyond a narrow neighborhood, have by this means pushed their names and their business into a distinction which extends through the Union and even throughout the world. Little shops with a petty trade have developed rapidly into great bazaars under the stimulus of advertising. New methods of business, which have inured to the public profit, have been made possible by its means. As the dealer's market has been thus extended, he has been able to reduce prices and yet make a far larger gain because of vastly increased sales.

The use of the advertising advantages of a great newspaper is really only in the beginning of its development. So far it has barely touched trade as compared with the extent to which it will be carried as business

only by means of the advertisements sagacity learns to appreciate its adan they both supply and make gener- vantages, unequaled by any and all other methods of inviting patronage heir welfare depends. They serve as for nearly every department of busi-labor exchange, a directory, a bulleness. The art of preparing adver-in, a price list, and a means of obtain-tisements so that they shall attract attention and provoke interest is also greatly improving at this time. are beginning to be constructed with really admirable literary skill. Their typographical appearance in the news-papers is much better than formerly, especially for the advertiser. The advertisements have become more than ever a principal feature of interesting and important information. value to the advertisers is greater than ever, while more than ever the public are looking to them as guides in making their purchases and indications of business enterprise by which they can profit. As a rule, in the retail trade more especially, but also to a wide extent in wholesale production also, the larger the advertisers the larger is the volume of trade, and the greater the sum of the profits. -N. Y.

NO BETTER INDEX.

There is no better index of the value of an advertising medium than the stability of its advertising. The paper which loses its advertisers as fast as it obtains them may be safely disregarded. Where a publication retains the bulk of its advertising year after year, its hold upon its customers speaks volumes for its value. - Collector and Commercial Lawyer.

THERE IS STILL TIME.

THEKE IS STILL TIME.

That little schoolmaster of advertising, PRINTERS' INK, issued a special number devoted to brewery advertising. It contained all kinds of advice, suggestions, pointers and examples of successful brewery advertising, but not even a reference to the phenemenally brilliant advertising now being done by the Pabst Brewing Co., of this city. For the past three months the Pabst people have been conducting a most brilliant advertising campaign, involving whole pages, on yearly contracts, in all the big magazines and illustrated papers at an outlay, I should say, of thousands of dollars every week. It is the first time in the history of brewing that special illustrated, originally designed, and exhist time in the history of brewing that spe-cial illustrated, originally designed, and ex-ecuted "ads" have been run systematically in all the high-priced mediums in the coun-try, and I am surprised that PRINTERS' INK should have overlooked or ignored this im-portant undertaking. It has been the talk of the advertising world for months past .-Yenowine's News.

PRINTERS' INK invites a discussion by its readers of the merits involved in the above advertising.-ED.

TOO MANY CIRCULARS.

There is every probability that at the very earliest opportunity plans will be set on foot to have councils pass an ordinance forbidding or regulating the copious distribution of circulars upon Philadelphia streets. This is now one of the sharpest thorns in the flesh of some Philadelphia retail grocers, and is yearly costing the more conservative ones large sums of money in the loss of trade which is attracted by the flaring head-lines upon the circulars.

The extent to which this practice has grown may be seen from a case wherein a gentleman living up-town the other morning found thirteen retail grocers' circulars in his vestibule when leaving the house to come to his office. The most of them were of

to his office. The m

Two years ago, more or less, an ordinance was introduced in councils licensing the diswas introduced in councils incensing the dis-tribution of circulars, and so restricting it that according to general opinion the practice would have been made much less trouble-some. The Retail Grocers' Association was at that time urged to support the bill, but some of its members objected on the acore that they used occasional circulars them-selves, and did not desire to support legisla-tion which would hamper their own business methods. The bill was never reported, and those members of the association who then objected are now willing, it is said, to assist the project to secure restrictive legislation. It is rather a delicate matter to handle,

this distribution of circulars, for in its way it is an entirely legitimate means of advertising. While throwing circulars into the street is punishable by a fine of \$20, there is no law against putting them in dwelling-house vestibules, and from the standpoint of legiti-

macy there is no question that circular dis-tributing is entirely proper and a valuable method of advertising. Indeed, as has been stated, several members of the Philadelphia Retail Grocers' Association use them con-stantly. Like all other things of merit. stantly. Like all other things or merit, however, the practice of circular advertising may be carried to excess. To the consumer the practice is chiefly a nuisance, as in the case cited where thirteen were found in one morning .- Grocery World.

TRADE PAPERS DESERVE SUCCESS.

A man who subscribes for a trade paper does so not only because he is alive to the interests of his trade in general, but because he expects to find in it—and generally does— information and suggestions of value in the conduct of his own business. Such a man reads his paper from end to end, advertise-ments and all, commenting as he goes along. Many things are jotted down on his memo. pad for every-day use, as well as for inquir-ing further into on his first visit to market. And as it is necessary for a man to be wide-awake nowadays in order to succeed in business, these are the men who subscribe to their trade journal, and are the advertisers' best patrons. They cannot afford to pass anything which promises help or suggests additional profits. Hence, the trade journal is the best medium for advertising things which concern the man's business.—Newspaperdom.

SPIRIT OF THE TIMES.

Mr. Murphy — Yes, sonny, I've had a fruit stand in this block for thirty years.

Tim Ryan — If you'd have advertised you might have owned the block by this time.—Boston Globe.

NEWSPAPER INCREASE.

changes in the number of newspapers shown in the following table:

catalogued in the annual editions of It is interesting to note the yearly the American Newspaper Directory as

	Daily	Tri- Weekly	Semi- Weekly	Weekly	Bi-Weekly and Semi- Monthly	Monthly	Bi- Monthly	Quarterly.	Total
1869	519	120	91	3,912	79	459	7	39	5,210
1870	574	107	115	4,205	96	622	13	49	5,871
871	594	105	112	4,380	116	677	13	59	6,056
1872	525	107	113	4,808	113	6gc	4	55	6,519
1873	647	96	101	5,175	IIO	678	9	59	6,879
874	678	83	92	5,554	130	744	II	57 68	7,339
875	718	80	107	5,957	130	802	8	68	7,870
876	738	70 60	121	6,235	138	747 664	13	67	8,129
877	709	60	115	6,221	130	664	13	57	7,958
878	729	59 60	120	6,540	114	708	15	55	8,340
1879	742	60	121	6,847	131	73 ² 868	4 37	53	8,703
880	845	58	129	7,590			24	55 66	9,723
88x	921	56	. 116	7.955	170	969	14		10,267
882	996	51	130	8,183	200	976	14	7×	10,611
883	1,062	50	122	8,635	222	1,034	13	59	11,196
884	1,178	43	142	9,492	230	1,427	23	76	12,671
885	1,183	39	139	10,082	292	1,604	33	133	13,494
880	1,216	41	152	10,685	313	1,603	26	124	14,160
887	1,311	39	165	11,116	285	1,655	30	105	14 706
888	1,423	42	177	11,785	290	1,704	25	109	15,555
889	I,494	36	207	12,234	289	1,898	36	125	16,319
890	1,536	29	202	12,603	342	2,076	37	123	16,948
8Q1	1,700	39	331	13,420	397	2,506	75	178	18,536
892	1,759	33	209	13,404	307	2,754	56	192	18,714
893	1,855	31	237	14,017	434	3,125	78	229	20,000
BQ4	1,942	33	246	14,662	379	2,639	70	199	20,169
895	2,050	40	321	14,685	385	2,676	55	183	20,395



Money

to Burn?

Then don't think about the mediums you are to use for your advertising.
But if you haven't it, be prudent in your expenditures.

Then...

The Sun

should be on your list.

Notice the class and volume of advertising that appears in it—Morning, Evening and Sunday.

THE SUN, - NEW YORK.

PAPERS THAT PLEASE, PAY.

YOU KNOW SOME THINGS,

And an advertisement doesn't pretend to be a general education, anyway. YOU KNOW, for example, that the "home paper" is the one that brings results to the general advertiser, because the whole family reads it, usually two or three times. YOU KNOW that many shrewd advertisers use space extensively in "the dull months," because their ads show up better; they have less competition on the page; an ad that would be buried out of sight in December, in July looms up as conspicuous as a modest advertising expert. YOU KNOW that WOMANKIND is read by at least a quarter of a million people every month, Oh, you don't know it? We will be glad to prove it to you. WOMANKIND has a solid circulation that is growing every month because it is one of the brightest monthlies in America. "Able, Bright and Clean"-that's its mottoit pleases its readers, it pleases its advertisers, it pleases us, and it pays all around. If you have ever used WOMAN-KIND YOU KNOW all this.

WHAT YOU DON'T KNOW

Is that Womankind for July will be a special tribute to the "Day We Celebrate," and it is sure to make a big hit. We print a few thousand extra copies to meet the expected demand for papers, and we'll take good care of your ad without any extra rates. July Womankind will please and will pay. Let us send a sample copy to your wife or sweetheart, and an estimate to you. Address

The Hosterman Publishing Co.,

Forms close June 15.

SPRINGFIELD, OHIO.

4 Times as Much as 3.

The Philadelphia Item...

Towers above Record, Press and Times Combined!

100 REPLIES FOR "THE ITEM."

Record, Press and Times Only Got 25 in All!

.....

ADVERTISERS are the best judges of the VALUE and IM-PORTANCE of a paper as an ADVERTISING MEDIUM, and when an advertiser makes a statement, it is based on ACTUAL RESULTS.

In the present instance, THE PHILADELPHIA "ITEM," while willing at all times to acknowledge the merit and value of its neighbors, cannot refrain from publishing what it feels is manifestly due to itself, knowing that in point of circulation it SUR-PASSES ANY PAPER IN PENNSYLVANIA, and that in point or value as an advertising and as a WANT medium it obtains RESULTS that have heretofore been thought impossible. Note the fact that THE "ITEM" secured RESULTS for the advertiser more than equal to those of the Record, Press and Times combined:

MR. ROSENBLUM'S "RESULTS."

Manager THE "ITEM"—My want ad in your paper for a girl to sew on buttons brought ONE HUNDRED APPLICANTS, while the same ad in the Record, Press and Times brought but twenty-five all combined!

Hereafter I shall confine my advertising for HELP WANTED ENTIRELY to THE "ITEM."

With hearty congratulations on your brilliant and well-deserved success, I am respectfully yours,
HERMAN ROSENBLUM,

Mfr. Ladies' Wrappers and Suits, 530 South st., Philadelphia.

S. C. BECKWITH, SOLE AGENT FOREIGN ADVERTISING,

TRIBUNE BLDG., NEW YORK. "THE ROOKERY," CHICAGO.

We Do It All.

You come to us and say, "I've got so much money and want to spend it reaching such-and-such a class of people," and we do it all.

No need to pay Tom for writing your ad, Dick for illustrating it, and Harry for putting it in type; no need to rack your brain choosing mediums. We have the experience and facilities—including "Tom, Dick and Harry"—to do it all.

And we do it all all right always.

LORD & THOMAS,

Newspaper and Magazine Advertising,

45 to 49 Randolph Street, CHICAGO.



An Old= Timer.



Do you think that a newspaper that is bought because it is a newspaper would pay you—an Old Style kind of a paper—every copy of which is bought to be read, and every word of which has authority as being a part of a reliable, up-to-date newspaper? There is one, at least, of that class of papers left, and its success indicates how people prefer good, reliable news to mere sensationalism. It is called

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The Denver Republican

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No frills nor funny business about it—just a a plain, bluff, fearless, outspoken newspaper, which has always paid both advertiser and publisher, as a matter of course. It prints and sells

20,496 DAILY, - 29,229 SUNDAY,



IF YOU THINK YOU CAN USE SUCH A PAPER, CONSULT



UTAH....

once the home of the Indians and the Danites
—a stopping place in summer for droves of
bison—a wild and desolate region only a few
years since—is to-day a new Garden of Eden,
for the desert has blossomed like the rose.
New life, new blood and new morals have
made Utah the Paradise of the New West.

SALT LAKE

the metropolis of Utah, once the City of the Saints and the desert station for the overland stage, is now a great and growing city with a great metropolitan newspaper to keep pace with it. Everywhere THE TRIBUNE is recognized as the ONE paper in Utah. The paper of the people—it is read on the ranch and in the mining camp—not alone in Utah, but in Arizona and Nevada and neighboring States as well.

The Salt Lake Tribune....

covers all Utah and stands A 1 with advertisers.

The Tribune Publishing Co., c. c. GOODWIN, EDITOR.

P. H. LANNAN, MANAGER.



Designed by WILL M. CLEMENS, P. O. Box 1716, N. Y.

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PRICES OF EVERYTHING IN THE NORTHWEST,

Wheat, Corn, Beef, Hogs, Horses, Sheep, Etc., HAVE ADVANCED.

People are again growing rich. They have money to spend. The cheapest and most effectual way of reaching them is to advertise in the

St.Paul Globe.

Circulation has advanced, but advertising rates remain the same.



C. E. ELLIS,

Manager Eastern Office,

517 and 518 Temple Court, New York City.

A VERY LARGE IF...

and a Special Rate for Cash in Advance

If your paper has a larger circulation than any other in your town, city, county, Congressional district or State, or of its class, it will pay you to keep the fact before advertisers. You can print your statement in Printers' Ink once a week for a year, 52 times in all, for ten dollars a line, provided you send the cash with order in full settlement. Six words make a line. The order will also entitle you to a year's subscription to Printers' Ink, the paper to be sent to any address you furnish.

If you favor us with an order, address, with check,

PRINTERS' INK,
10 Spruce Street, New York.

REMINISCENT.

SPRINGFIELD, Ohio, May 11, 1895.

Editor of PRINTERS' INK :

For thirty years or more I have been pretty well acquainted with all the business men of a town in Ohio, and to-day, having nothing and my memory ran back over the changes that have occurred since I could remember in that town. I thought of this man who failed, or of that one who quit doing business from one reason or another, or of others who began and succeeded from the first, and it occurred to me that in every case the successful ones were the ones who were liberal patrons of the advertising columns of the local weekly, and the more successful ones have always been advertisers in every available way.

The business careers of two dry goods men show particularly the way to be successful and the way to fail. These two men had business rooms in the center of town of about the same size, and they carried stock of about equal value. One of them was a man who had been brought up to the business of sell-ing dry goods from a boy, and the other began as a peddler of notions, and making a success of that finally launched out in business, though it seemed that the town was overdone

in that line already.

The older man sold close and was strictly honest, but he never advertised a line in any paper nor used any other kind of advertising. He had a lot of patrons who had been buying of the firm for years and felt that he was

The beginner had ads painted on the fences, nailed up signs all over the country, issued weekly circulars and had them thrown into vehicles on the streets and mailed them to residents of the outlying country. He bought two columns in the local paper, and had catchy readers scattered among the local news, and did his best to keep his name before the people. This was years before William Johnston gained fame by insisting on a check with the order, but he followed the same plan of insisting on cash or no sale. His goods were no whit better than those of his alder connection, nor were his prices

of his older competitor, nor were his prices lower. I do not remember that he ever claimed any special advantages of this kind, contenting himself with claiming to meet

competition in every case.

He invited people to call whether they wanted to buy or not, and he and his clerks were pleasant to every one, and opened the doors for ladies and praised the babies just as cheerfully when a visitor went away empty handed as they did when purchases were made. As time went on the new store grew and flourished and the old one was visited by Within five years the new fewer people. store had the trade of the town, and the man who had been in business there for a lifetime closed his store and retired because he could rent his room for more money than the profits of the business he was doing. This was a clear case where advertising of

the cleanest sort paid and led to success, for the one who started in latest was never known to say a word against a competitor, and to-day he does more business than all his rivals.

Among my exchanges to-day I found the paper published in the town I am writing of, and the first thing I saw was "Blank's cash dry goods house is the place to buy goods cheap," running in black type across the top of the local page. In another place he says, "The price tells at Blank's cash store, and

everybody tells the price." In other places in the paper are little notices of two or three lines, not one of them brilliant, but each doing their part of his work in keeping everlast-

ingly at it.

I never saw what I would call a brilliant ad in the paper I refer to, taking the modern cuteness as the model for brilliancy, but those who have continued to advertise in it have been rewarded with a volume of business that has made or is making them comparatively rich.

Continuous advertising pays, beyond the shadow of a doubt, whether it is well made or not. Well-constructed advertising pays whether it is continued or not a good many times. When it does not pay we often con-clude that we were mistaken in our judgment of it. MILLER PURVIS.

IN SALT LAKE CITY.

SALT LAKE CITY, May 18, 1895.

Editor of PRINTERS' INK:

Just now the Silver Convention is holding a session in Salt Lake City, and every business place from the peanut stand to the largest general store in the West (Zion's Cooperative Mercantile Institution) is decorated with a great variety of 16 to 1 emblems.

The Hughes Fruit & Produce Company

have issued a very handsome colored lith graph of the Mormon Temple, and with their name attached are sending same all over the name attached are sending same all over the country, particularly to wholesalers and shippers in their line. They are relying upon the novelty of the lithograph and the building which it shows to attract attention to the lithograph, and to induce people to preserve and display it.

Ross, the Clother, has a little semi-lottery scheme which seems to be taking only to with

scheme which seems to be taking quite well. Each purchaser buying a suit of clothes is given a number ranging somewhere from 1 to aoo. After 200 have been sold a jug, which is prominently placed in the window of Mr. Ross' place of business, will be opened by a committee, and 200 marbles, which are placed therein and numbered from 1 to 200, will be taken out one at a time. The person holding the number of every 5th marble will receive a check for 10 per cent of his pur-chase. Every 10th marble will bring to the chase. Every toth marble will bring to the holder of the corresponding number 30 per cent. The 50th marble will bring a 50 per cent cut; the 100th marble a present of the suit of clothes, and the 200th marble a check for the value of the suit of clothes purchased, and \$100 bicycle. The attractive part of the feature, I should think, lies in the fact that everybody buying feels that he has a chance for a little rake-off, and a possibility of securing a considerable prize.

I have watched the advertisements in local

I have watched the advertisements in local apers, and am sure that since PRINTERS INK began to circulate among the merchants of Salt Lake City the improvement has been very marked. Only last week one of our merchants used the little cut of a kite with a tail of neckties, in your journal, reproducing it on a large scale in a half-page ad, and with shoes instead of ties for the tail of the kite.

L. C. MILLER.

IN CANANDAIGUA.

CANANDAIGUA, N. Y., May 17, 1895.

Editor of PRINTERS' INK :

Sharp competition between local clothiers has resulted in their resorting to many methods of advertising. One, F. W. Kinde, has adopted the "balloon method"; he sends

the finders to articles of clothing, and on some are coupons good for a whole suit. Another, J. A. Partice, advertises to throw clothing from the roof of his store on certain

nights. At the distribution the other even-ing over 500 people struggled to secure the prizes. One man was used so roughly by the crowd that he received a broken leg. Do you

call this legitimate advertising?

A unique window advertisement that drew A unique window advertisement that drew crowds to the windows of the Partice Union Clothing Store here was exhibited during the week of Memorial Day. In one window were the graves of two veterans, with headstones bearing patriotic inscriptions. The graves were real mounds of earth and sod, each decorated with a small flag and flowers, while across them lay an old army sabre. In the other window, at the top of a grass-covered mound, was a soldier's monument—of wood, painted to resemble marble-on which were painted to resemble marble—on which were the names, familiar to every veteran, of the battlefields of Bull Run, Cold Harbor, Get-tysburgh, The Wilderness, Shiloh, Antietam, Atlanta, and others. I think it worthy of a place among the novelties in window decora-tion. C. W. Darling.

THE BIG SIX, AGAIN. THE NEW ERA CO. Editorial Department D. J. Thomas, Associate Editor.
Springfield, Ohio, May 23, 1895.
Editor of Printers' Ink:

I have been much interested in your "voting contest" to determine the best six dailies in the United States, viewed from the stand-point of a successful advertiser, and I wish to call attention to one or two points in con-nection therewith which none of your vigilant

correspondents have mentioned

Of the papers which were decided worthy the enviable distinction of membership in the "big six," four—the San Francisco Examiner, the Chicago Record, the St. Louis Republic and the Philadelphia Item—give the public an exact statement of circulation, made in such form as to receive Rowell's guarantee. Two-the New York World and the Atlanta Constitution-pursue the opposite

Only two of the "big six" have a place among the six dailies accorded the largest circulation by the American Newspaper Di-rectory, now in press. These are the Phila-delphia Item and the Chicago Record. Under the rule adopted in determining the "big

up balloons with coupons attached entitling six" from the advertiser's standpoint-giving only one paper in each city—the "big six" list in point of guaranteed circulation would

has in point or guaranteed circulation would be the Chicago News, Philadelphia Ilem, Boston Globe, New York Press, Cincinnati Post, and St. Louis Chronicle.

If the splendid possibilities of the "new South" are given proper consideration, it is not so remarkable, after all, that the Atlanta Constitution of the proper consideration is not so remarkable, after all, that the Atlanta Constitution is the proper consideration in the property of the Constitution obtained a place upon the rolls of the "big six,"

D. J. THOMAS.

IS THIS CHURCH ADVERTISING HONESTLY DONE?

STAR AD WRITING BUREAU, William A. Hungerford, Manager. Washington, D. C., May 17, 1895.

Editor of PRINTERS' INK :

Referring to your editorial reference to the Washington City "individual church papers as published by the Associated Church Publishing Company, especially to that portion of it stating that their combined circulation approximates 20,000 copies, I beg to say that although I look after about \$50,000 worth of advertising, divided among over fifty houses. and although a regular attendant at church and although a regular attendant at church, I have never seen a copy of the said church papers, and believe the twenty thousand copies are circulated per annum, if at all, as hinted at by you, rather than per issue.

Even this is acknowledging myself a poor seeker of advertising space; and yet I do claim to know something about "circulated" papers in Washington. Very truly yours, William A. Hungerford.

THE DISTINCTION WAS THE PRIZE. Editor of PRINTERS' INK:

PRINTERS' INK'S recent competition for the best advertisement of "The Little School-master" seems to have precipitated an epi-demic of that sort. Nearly every mail brings some kind of proposition to ad writers to take a hand in a prize-package scheme. I don't know what the other writers do, but I toss those letters into the waste basket. The practice has become so common that the con

ditions are sometimes printed in circular form and sent out under penny postage. What would doctors or lawyers, brick ma-sons or carpenters, think of a proposition from somebody away off in Kalamazoo or Timbuctoo to do a lot of work, and the fel-low who pleased the proposition-maker best would get a lovely photograph or may be a



THE LOTUS PRESS.

HERE is the same advance in modern printing that there is in other modern advertising. In the days when people were content to do a small business very little attention was given to these matters-but things have changed. If it is your aim to do a large business

Send us the order for your next catalogue or pamphlet.



dollar? And like as not the judge of the contest would know nothing about medicine

or law, masonry or building.

I hope the writers of advertising will

smother this epidemic by ignoring it.
PRINTERS' INK'S competition was different. A writer could afford to spend a great deal of thought and care in preparing advertisements to submit, because success meant a whole lot of free advertising, and to secure a favorable decision from the editor of PRINTERS' able decision from the editor of Printers' Inx was a distinction worth great endeavor. Besides, the competitors felt that the editor was one of very few men who are competent to sit in judgment in matters of this kind. The nominal prize was nothing; the distinction was everything.

BROKLYN, N. Y., May 20.

CONSANGUINITY SUSPECTED.

ROBINSON PRINTING HOUSE, SAVANNAH, Ga., May 23, 1895. Editor of PRINTERS' INK:

In your issue of May 22d there appears in your is supply ad ' column an "ad" of W. D. Wilson Printing Ink Co., stating that "this paper is printed with ink manufactured by the W. D. Wilson Printing Ink Co., etc."

Co., etc. On another page Wm. Johnston adver-ises "that this issue is printed exclusively with his 25c. Printers' Ink Cut." How is this? Is Wilson's ink the same as Johnthis? A reader of your interesting paper would be glad to have some light on this subject.

L. R. ROBINSON, Manager. PRINTERS' INK does not concern itself with the wording of its advertisements so long as they appear to be innocuous. When the above letter was shown to Mr. D. F. Barry, the manager of the W. D. Wilson Printing Ink Co., Limited, he mildly suggested, "You'd better ask Jonson." When his advice was taken, and Jonson appealed to, he said "I guess the man don't much care who makes my ink so long as it suits him !" PRINT-ERS' INK is unable to satisfy Mr. Robinson's curiosity, but is reminded of a story, related of the humorist, the late William Travers: that when he visited the Siamese twins he approached them, and placing his hand upon the ligament that held the two together, observed to the attendant, "B-b-brothers! I presume!"

> A FOUNTAIN OF WEALTH. No. - W. 32d St., CITY, May 21, 1895.

Editor of PRINTERS' INK:

The conviction that this country is suffering from a plethora of literary talent induces me to abandon a long-cherished ambition to contribute to the Nineteenth Century and the Aresa, and to make a perhaps more profitable effort to secure some of the half dollars offered by your paper for the products of genius. With this end in view, I ucts of genius inclose a jokelet and a verselet just as a feeler, you know. I am convinced that I could do better if I knew just what kind of material you want; indeed, I am sanguine enough to believe that I might earn a dollar a week regularly from you.

a week regularly from you.
Yours in anticipation,
P. S. After reflection I have added to my
jokelet two more. The wit in each being a
homeopathic quantity, I concluded that an
increased dose might be necessary to act as a
stimulant.
L. F. C.

PRINTERS' INK accepted the whole consignment and L. F. C. was enriched to the extent of \$2. Many an incipient Turner has starved while attempting \$100 landscapes, and grown healthy and happy when he turned his hands to decorating omnibus doors, at fifty cents a door. Let L. F. C. and many others take heart and send many contributions on advertising subjects to PRINTERS' INK .- Ed. P. I

THE FIRST EIGHT.

St. Louis, Mo., May 24, 1895.

Editor of PRINTERS' INK .

Wire Chronicle quick names and circula-tion of first eight leading papers in United States. Business Mgr. St. Louis Chronicle.

New York May 24, 1895.

Business Manager Chronicle, St. Louis,

According to the American Newspaper Di-rectory for 1895, now in press, the largest daily circulations accorded are as follows: Chicago Circulations accorded are as follows: Chicago News 200,885, Philadelphia, Pa. Evening Item 189,100, Boston Globe 171,481, Chicago Record 132,487, New York City Press 118,609, Cincinnati, Ohio, Post 107,897, Philadelphia Enquirer 90,039, Boston Journal 33,276, Boston Evening Record 82,000, St. Louis Chronicle 78,533. Other dailies may have larger issues, but the Editor of the Directory asserts that no facts to sustain such a claim were available for his use PRINTERS' INK.

TO OUST TRILBY.

ROCHESTER, N. Y., May 13, 1895. Editor of PRINTERS' INK :

Why do all advertisers who use names of books use Trilby? Why not use other equally famous or notorious names of books in advertising? Let me give a few examples of what I mean:

If you need a mustard plaster, Try our powerful YELLOW ASTER.

If you're looking for cuff-pins, See our pretty HEAVENLY TWINS.

Here are diamonds, superfine, Sent us from KING SOLOMON'S MINE.

Bracelets, white arms to caress, Fit to deck the arms of JESS. Smoke it once you'll hanker for it, Try our roc. LITTLE DORRIT. A. St. H. ANGEVINE.

THE NEW WOMAN IN CHARGE,

ROCKFORD, Ill., May 25, 1895.

Editor of PRINTERS' INK :

On Monday, May 27th, the Ladies' Union Aid Society, of this city, will take charge of our store for one day. We do not claim any-

thing original for this idea, but the way in which we have carried it out we believe has which we have carried it out we believe has some new features connected with it; for instance, each of the ladies who is to take charge of the departments on that day writes the advertisement for l.er department. We obtained each lady's signature and had a fac-simile electrotype made to use in the ad. The simile electrotype made to use in the ad. The Ladies' Society receives to per cent of the sales. Newspapers furnish the space free, and we pay for the composition.

HENRY S. FISK, Advertising Manager.

WHO IS COMPETENT TO PREPARE
THEM?

GEO. R. NIMMONS, Real Estate. Lots in northeast Minneapolis a specialty.
MINNEAPOLIS, Minn., May 20, 1895.

Editor of PRINTERS' INK:

Please change my address from Temple Court to 230 Boston Block, and oblige,

P. S. We have had Drugs with a dose of pills, Hardware and Lager Beer to wash it down and now Jewelry to shine it up. Now when can we expect some good articles on Real Estate, Mother Earth? GEO. R. N.

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

GOOD HOUSEKEEPING. Ads.

GOOD HOUSEKEEPING. Ads.

OLD type metal and electrotypes purchased Address J. CAWE, 41 Park Row, N. Y.

WANTED-Position as foreman of daily or weekly. References. "H. M.," Printers'Ink.

A GENCY WANTED—I am well equipped to aerve you effectively Highest references. BLACKMER, 41 E. Indiana St., Chicago.

A DVERTISING canvasser wanted for new high-class monthly. Small salary and commis-sion. Addr. 86 "A. J. C.," care of Printers' Ink

WANTED—Chance to furnish and address wrappers for space. Send sample copy. J. C. TOWNSEND, 408 E. 32d St., Minneapolis, Minnesota.

W ANTED -A good Solicitor for an Insurance Journal in Philadelphia. Good standing. Good property. Apply to H. MERIAN ALLEN, Atty, 597 Girard Building, Philadelphia, Pa.

W ANTED-Small, fetching illustrations, to fit advertising ideas - plenty of black and white. Address, with samples, PAPER AND PRESS, 1414 South Penn Square, Philadelphia.

DARTNER wanted with \$5,000 by established printer and binder, to add Republican daily. Prefer party who can do editorial dept. Good locat on. Address "J. A. C.," P. O. Box 678

THE time's extended—Until June 18th, competitors may send contributions to the Chouteau Place \$100 prize contest advertised in Printers' Ink, May 25th. Address NICOLLS-RITTER, St. Louis, Mo.

W ANTED-Young man as assistant to adver-tising manager, by a large Chicago con-cern. A good opportunity for the right young man. Address, stating age, experience and salary expected, '8. 5." Printers' ink.

STUATION wanted by young man. Has had four years' experience in business depar-ment of a city daily and is competent to fill al-most any clerical position. Reference and bond furnished. "C. 3," Printers' link.

A RT supplements wanted—We buy what an left over, also pictures, books, and adve-tising novelties in job lots. We make a cash off-for every lot submitted. Send samples. INDU TRIAL PUBLISHING CO., Owensboro, Ky.

TRIAL PUBLISHING CO., Owensooro, Ky.

AM 32 years old and have had five years' business experience, one in a bank and four in the business office of a city daily. In the laster I served as subscription cierk, adv. cashier, adv. clerk, collector and night cierk, and also opened the mail. The practice gave me accuracy and speed in clerical work and handling cash I have the brains and energy to capably fill a responsible position and would like a trial by a reliable firm. I can furnish reference and either position and wish to bear from any one needing help. "X. Z.," Printers' Ink.

BILLPOSTING AND DISTRIBUTING.

P. PRINTZ, distributor of advertising matter, 730 9th St., N. E., Washington, D. C.

('IRCULARS, pamphlets, etc., distributed. Cover Western N. Y. Mailing, addressing, J. E. STROYER CO., 383 Central Ave., Rochester, N. Y.

ONE circular to one reader. Prompt service and the most painstaking care in distribut-ing circulars. Elkhart, South Bend and adjoin-ing towns thoroughly covered by CHARLES L. SIMS, Elkhart, ind.

PRINTERS.

V AN BIBBER'S Printers' Rollers.

THE LOTUS PRESS, 140 W. 23d St. (See ad on

DRINTERS—We make type, cases, stands and chase—everything that a printer needs—and our prices are the best. See us first. WALKER & BRESNAN, 301 to 206 William St., N. Y.

DOOKLETS by the million, to advertise your business. Soc. per 1,000 up. Write for estimates on your work. Lowest prices in the U.S. SPRINGFIELD PUB. CO., Springfield, Mass.

ILLUSTRATORS AND ILLUSTRATIONS.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

YOUR AD is worthless if no one sees it. A clever sketch attracts. Combine the two. 10 striking sketches to fit your ads, \$5. R. L. WILLIAMS, L. & T. Bidg., Wash., D. C.

H ANDROME illustrations and initials for mag-azines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. AMKRI-CAN ILLUSTRATING CO., Newark, N. J.

MISCELLANEOUS.

GOOD HOUSEKEEPING. Excellent.

GOOD HOUSEKEEPING. Excellent.

In her Post-Intelligences Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

THE Buckeye Chalk Plate Co., 82 Frankfort St., Cleveland, Ohio, recosts plates less than 60 per cent original cost. Write for circular.

AM making a good many cushion rubber autographs at \$1 each, but then I'm not real busy. Would like to make 50 more a week. L. E. KENNEDY, Findlay, O.

'I'O summer resorts, hotels, excursion agencies:
No lumber mfr. or dealer South, Sowest,
West and No'west not reached by our advg. list
of Journals. Write ST. LOUIS CALLERS' MAGAZINE, St. LOUIS, MO.

E ASTERN and Northern resorts wanting South-ern, So'western and Western lumber mirs-and dealers' patronage for the season can reap rich results in the use of our advg. list of Lum-ber Trade Journals. We reach any region or all, as desired. Address ST. LOUIS CALLERS' REGISTER, St. Louis, No.

PRESSWORK.

IF you have a long run of presswork it will THE YANK, Boston, Mass., wards off busines to the city. Bost of work. Most reasonable prices. FERRIS BROS., 284-250 Pearl St., N. Y.

ADVERTISING NOVELTIES.

OR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be incerted under this head once for one dollar.

A LI, the American National Songe, neatly bound; in constant demand. Will print our ad on all four pages of cover. The short-cut to every household. Send for sample and stimate for specified quantity. No postal reduceds noticed. THE CURLENT FURLISHING (O), 108 Filbort Street, Philadelphia, Pr

WANT a crowd at your window! Send me \$5 for an original and novel patriotic window plot "that will keep them riveted in front of your show window by the hour. Will only sell one firm in a city; if the "other fellow" orders ahead of you, your money will be returned. W. C. STEWART, 4114 Elm Ave., Philadelphia.

100 FOR A NOVELTY—We will pay \$100 for the best original idea or design for advertising novelty sent us before July 1613, 1868. The prise design to become our property on paying of the prise design to become our property on paying of a ward, which will be made July 30th. Designs not accepted will be returned. Address NOVELTY, "O. W. JOHNSON & Co., Petroit,

VOUR advertisement may be one of 480 or 500 in some magazine which is purchased for the reading matter, the advertisements occupy a care to be reading matter, the advertisements occupy a care to be reading matter, the advertisement being studied is very alight. The Observation Test Game puts your advertisement before the people better than any full page in the best magazine published—because it is actually studied—and hence makes an impression on every participant in the game which can never be forgotten. The game is as interesting to the people as it is advantageous to the advisements which can be embodied in this game must be limited, and for other interesting information apply to CHAS. E. APGAR, 346 Broadway, N. Y.

NEWSPAPER INSURANCE.

YANK, Boston. Space.

GOOD HOUSEKEEPING. Space.
H. P. HUBBARD, Mgr., 38 Times Bidg., N.Y.

OOD HOUSEKEEPING. Space. H. P. HUBBARD, Mgr., 38 Times Bidg., N. Y.

W E have for rent, at 10 Spruce 8t., two commercing offices, one large and one small. They meeting offices, one large and one small lighted and the pleasantest offices in the building. Sise of large room about 20x3; smaller, 10x15. If wanting such offices, please call and talk about price, etc. Will be fitted up to suit. Address 6RO. P. ROWELL & CO.

FOR SALE.

\$22 BUYS 100,000 6x9 circulars. MAYER'S ELECTRIC PRESS, Madison, Wis.

\$3.50 BUYS 1 INCH. 50,000 copies Proven.

FOR SALE—A good paying weekly paper in best part of Cal. A bargain. Address Box 327, Los Gatos, Cal.

66 IN her Post-INTELLIGENCER Scattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

FOR SALE—Complete Printing Outfit. Very cheap for cash, if taken at once. Address B. K. BROWN, Binghamton, N. Y.

FOR SALE—The most completely equipped printing establishment in Norfolk, Va. Address PERCY GRAHAM, 39 Main St.

FOR SALE—Agricultural paper, established over 10 years, in Central Iowa. Also a promi-nent magazine. Good reason for selling. A bar-gain for the right man. Address "NABH," care "Printers" ink," N. Y. City.

POR SALE—Perfecting Press, Goss make, nearly ress, Gos

Standing-room

-May 24th.

WOLSTAN DIXET, Esq., 28 World Building, New York.

Boar Sir: "Inclosed herewith find our check for one hundred dollars for the property of the

The signature to this letter and check is good for several "millions";—made through advertising. This man knows how to get the best results out of an advertisement writer. The last sentence of the letter is best of all. "Take your time on them." If it had been a "rush" order, I would have had to send back the check, and that would have broken my heart. I now have all the work I can jump at, up to the first of July. But I want orders that are in "no great hurry." I don't expect a check in advance, but I'd like to get started on your Fall advertising. I can do it during July and August. I am now doing the most difficult and important work of the most exacting advertisers. Perhaps you remember I took the Printens' 1 New Fig. See issues of May let and 8th. I'd like to send you my booklet, "Business Talk."

WOLSTAN DIXEY, 86 World Building, New York.

STREET CAR ADVERTISING.

OR Street Car Advertising, everywhere, OFO, W. LEWISCO., Girard Bidg., Phil'a, Pa.

MAILING MACHINES.

\$1.00 (less 3c. for M. O.) buys our Pelham Mailing System and Maller (prepaid); capacity over 1,000 per hour; no type lists necessary; no extras; economical; unique address label; "your money back" if you want it. C. P. ADABS & BRO, Topeka, Kansas. (See Painters' link ad, May 8).

ADDRESSES AND ADDRESSING.

50 CENTS for names of over 400 taxpayers in Angelica, N. Y. Address F. H. JACKSON, Town Clerk.

PRESS clippings and addresses—I examine 5,000 country newspapers every week, and fur-nish fresh and reliable addresses—births, mar-riages, deaths, etc.—and clippings of all kinds. E. E. STEVENS, Galena, Kas.

LETTERS bought, sold, rented, or exchanged. Valuable lines of fresh letters always in stock. Write for list and prices. Debility letters a specialty. A. LEFFINGWELL COMPANY, 113-114 Dearborn St., Chicago, Ilis.

ELECTROTYPES.

YOY know Electrotyping. We do it. THOS. H. CROSLEY CO., 149 Leonard St., N. Y.

CTEREOTYPE, LINOTYPE AND ELECTROTYPE D metals; copper annodes; ZINC PLATES for etching. MERCHANT & CO., inc., 517 Arch St., Philadelphia, Pa.

DAY \$1.50 and get our best half-tone portrait.
All kinds of cuts at prices as surprising.
Write us your wants. CHiCAGO PHOTO EN-GRAVING CO., 185 Madison St., Chicago.

YOU may write your own ads, but one thing sure—you can't make your own cuts. Think of us; \$1.50 for best half tone cut; prices like that and work the best. CHICAGO PHOTO ENGRAVING CO., 128 Madison St., Chicago.

ADVERTISEMENT CONSTRUCTORS.

A DS SMITH. Baltimore. Washington.

SMITH has ideas. Baltimore. Washington.

F. McC. SMITH. Baltimore. Washington.

F. McC. SMITH. Baltimore. Washington.

F. McC. SMITH. Baltimore. Washington

FETCHY ads. JAMES R. LONG, Wash., D. C., 1308 B St., S. W.

PAT and pithy paragraphs for car cards writ-ten. JED SCARBORO.

B USINESS literature—interested† I assume all details of writing and printing. CLIFTON WADY, Somerville (Boston), Mass.

A DDISON ARCHER, 1 Union Sq., N. Y.

OLD customers keep coming back to me. I must be doing pretty good work. JED SCARBORO, Box 63, Station W, Brooklyn.

DON'T like to brag on my work—let me show you what others have said about me. JED SCARBORO, Box 63, Station W, Brooklyn, N. Y.

A SAFE rule to follow: No matter who does the writing of your ads, circulars or booklets, be sure to have WM. JOHNSTON, of Printers' Ink Press, do the printing.

CONTRACT's for 365 advertisements a year.

E. L. SMITH, Codman Bldg., Boston, Mass.

66 A DVERTISING FOR RETAILERS,"64 pages, 25 cents. If you don't get a quarter's worth you may have your quarter back. CHAS. AUSTIN BATES, Vanderbit Bullding, New York.

A D Writers may send contributions to the Chouteau Place 2100 Prize Contest, advertised in Printers' Ink, May 22d, until June 18th. Address CHOUTEAU PLACE, care of Nicolls-Ritter, St. Louis, Mo.

YOU might not fancy the peculiar flavor I give to an advertisement. If catchiness and common sense appeal to your ideas, I believe I can suit you. ED SCARBORO, Box 63, Station W, Brooklyn, N. Y.

\$100 IN prises. To give you time enough to do your best, ads for the Chouteau Place competition (advertised in Frinters' Ink, May 260) may be sent in until June 18th. CHOU-TEAU PLACE, care Nicolls Ritter, St. Louis, Mo.

DOES the printed matter which you have been putting out pay! If it does not we are confident we can make it. Remember we do the whole business, writing and printing. If you mean business send for samples. Address WM. JOHNSTON, Manager Printers' Ink Press, 10 spruce 8t., New York.

6.2 for writing a 5 or 10 or 30-line ad! Sounds 6.0 pretty big. The more you know about advertising the better you know that the littlest ads are the hardest to make effective; if you know a boatout them, 35 don't seem a big price. I have written scores of these little ads for big advertising concerns. Do you want a good small ad! R. L. CURRAN, 111 West 34th St., New York.

New York.

A "And down South writes to me as follows:
A "Real estate ads have been getting in their
work during the past few weeks. The other real
estate men tell me they are doing practically
nothing. My business was not paying its way
In this instance I have probably written advertisements to the amount of \$30 or \$0.0 it is more
than likely that a few ads would not have accomplished much. In fact, I have very little faith in
my work unless a man is willing to take quite a
been successful when a customer placed an order
for a new ad every day or every week. My rates
are a little lower when ten or more ads are ordered. For instance, ten real estate ads, \$10;
M. MOSES, Box 285, Brocklyn, N. Y.
Would you
like to see my booklet! It is free.

Display

Recently I had Printers' Ink Press set up 24 ads for me in the very best style. These ads are of all sizes, from 4 in. single to 6 in. double. I have seldom seen a set of ads so attractively displayed. Just 100 sets of these proofs have been bound and any one who wants a set may have it for \$i.—while the hundred lasts. The ads are some of the best I have written, and cover several retail lines. Doubtless some of these can be used by purchasers of the proofs—permission to do this is freely given. This isn't a money making scheme. There are only 100 sets of proofs and they (with this ad) cost me nearly \$4.00.

Charles Austin Bates, vanderbilt Building, New York.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspond-ence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water

HOTEL-KEEPERS — Ten thousand first-class note heads, \$10 spot cash. POST, Galens

HIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK O., L't'd, 10 Spruce St., New York. Special prices to cash buyers

10,000 64b. Packet Heads, ruled, and 10,000 504b. White Envelopes, 6%, full covernment: both with your card printed on or \$30.00 spot cash, f. o. b. Holyoke. Send for amples. Larger quantities, lower rates. GRIF-TI1, AXTELL & CADY CO, Embossers and Printers, Holyoke, Mas

BOOKS.

OLD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 313 North 7th St., St. Louis, Mo.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 56 ents. Address PRINTERS' INK, 10 Spruce St.,

A MERICAN NEWSPAPER DIRECTORY for A 1896 (issued June 18th). Describes and reports the circulation of 30.96 newspapers and periodicals. Pays a reward of 43. for every case rating in accordance with facts shown by his statement in detail if signed and dated, and \$1.00 reward to the first person who shows any such statement to have been untrue. Over 1,000 pages. Price, Five Dollars; 36 cents extra 600. T. ROWELL & CO., Publishers, No. 10 Spruce 5t., New York.

ADVERTISING MEDIA.

THE YANK, Boston, Mass., 60,000 monthly.

CKLAND, Maine, DARLY STAR. Only daily in three counties.

I F you advertise in Ohio you will get results.
For particulars address H. D. I.A COSTE, 38
Park Row, New York.

A NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

In her Post-Intelligencer Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

OFFER advertisers papers that bring results. H. D. LA COSTE, 38 Park Row, New York. Agent for good mediums only.

THE MIDLAND MONTHLY, Des Moines Iowa, reaches the best people in the eight Northwestern States. Employing no Eastern solicitor, it nakes a uniform rate so low that advertisers get big returns on small investments.

DO you want to reach writers, journalists and country printers! The best medium in America to-day for securing that class of trade is THE EDITOR, published by The Editor Publishing Co., Frankin, Ohio. Sample copies and rates mailed upon application.

A RE you advertising in Ohio! We invite your A attention to the Dayton Morning Tries, circulating 4,500 copies daily; the EVERING NWS, 9,500 copies each issue, and the WERKLY TRIES-NWS, 4,500 copies; are the representative family newspapers of Dayton, and with their combined circulation of 14,000 copies daily thoroughly reach the homes of that section. Dayton is a prosperous city of 80,00, and the News and Tries are long established journals, and have according to the complex of the text of the laws and support of the best people in Dayton. Address H. D. LA COSTE, 38 Park Row, New York.

MERCANTILE LAW.

CAVANAGH & THOMAS, Omahs, Nebraska bers hauded anywheres. Collections of jobbers hauded anywhere header and the person of the person person of the person pe

ADVERTISING AGENCIES.

A GENCIES know GOOD HOUSEKEEPING.

A GENCIES know GOOD HOUSEKEEPING.

STANLEY DAY, New Market, N. J. ADVERTIS-ER'S GUIDE, 25c. a year. Sample mailed free

I F you wish to advertise anything anywhere at any time, write to the GEO. F ROWELL ADVERTISING CO., 10 Spruce St., New York.

W HEN you get ready to "besiege" the Pacific Coast don't forget that we are there "at the front," with our guns "trained," waiting for your "ammunition." WILDER & CO., till for your "ammunition." Market St., San Francisco.

ARRANGED BY STATES.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. **Must** be handed in one week in advance.

ARKANSAS.

WANT SOME OF THIS?

For the next ninety days the publishers of the weekly ARKANSAS (SAETTE guarantee that the circulation of that paper will not be less than Fifteen Thousand each issue. Advertisers who want to reach the people of Arkansas should take advantage of this. No advance in rates. The weekly GAETTE consists of if pages, and is the best family newspaper published in the any paper printed or circulated in Arkansas. For rates apply to

GAZETTE PUBLISHING CO.,

Little Rock, Ark.

CALIFORNIA.

A LWAYS AHEAD—Los Angeles Trues, So. Cal.'s great daily. Circulation over 14,000.

THE great California fruit-growing district of which San Jose is the center is thoroughly covered by the San Jose MECURY. Sample cop-ies free. For advertising rates in daily or weekly address San Jose, Cal.

THE WAVE, San Francisco, Cal., the ciety, literary and political weekly. E. KATZ, 188-185 World Bidg, New 13,000 weekly York, N.Y., sole agent.

CONNECTICUT.

THE UNION,

THE UNION,
Bridgeport, Conn.
Daily, 7,500. Weekly 3,560.
Western Connecticut thoroughly covered by the
O. L. MOSES, New York Representative, 450
Vanderbilt Bidg. THE UNION PUBLISHING O. L. Moses, New Yanderbilt Bldg. TH

THE TWO HERALDS.

WATERBURY SUNDAY HERALD.

BRIDGEPORT SUNDAY HERALD.

Every nook and corner in the Nutmer State is covered by them. By special trains and by pony expresses these two papers are delivered Sunday morning all over Connecticut. Special editions are sent into Hartford, New Haven, Meriden, Danbury and Ansonia. Combined circulation, 80,000, 150,000 Readers.

LOUISIANA.

W. PRESBYTERIAN, New Orleans, weekly over Ala., Ark., Fla., La., Miss., Tenn., Tex.

MAINE.

A DS in THE INDEPENDENT, Farmington, Me. produce results and mail orders.

MASSACHUSETTS.

30 CENTS for 46 words, 6 days. Daily ENTER W ONDERFUL!—Send 10c. to FRANK HARRI-SON, Boston, Mass., and see what you will get.

MICHIGAN.

BUCHANAN, Mich., is booming. Every citizen reads the RECORD.

HE SOO DEMOCRAT, Sault Ste. Marie, Mich. It should be on your list.

SAGINAW COURIER-HERALD. Daily, 6,000; Sunday, 7,000; weekly, 14,000.

SAGINAW COURIER-HERALD is delivered di-rectly into the homes by its own carriers.

SAGINAW COURIER-HERALD, largest circ'n in No. Mich. Full Assoc'd Press dispatches. GRAND RAPIDS DEMOCRAT, the leading pa-per in Michigan, outside Detroit. 13,000 daily. SAGINAW evening and weekly NEWS. Largest circulations in the Saginaw Valley, Michigan.

Circulations in the Saginaw Valley, Michigan.

AGINAW COURIER-HERALD is the leading on swepaper in Northern Michigan. Issued mornings except Mondays, Sunday and Weekly, Daily, 5,000. est. 1870; Sunday, 7,000; Weekly, 14,000, est. 1870; Sunday, 7,000; Weekly, 14,000; Est. 1870; Sunday, 7,000; Weekly, 14,000; Est. 1870; Sunday, 7,000; Weekly, 14,000; Est. 1870; Sunday, 1970; Sund

MISSOURI.

STRIKE the happy medium—use the MEDICAL FORTNIGHTLY, St. Louis.

MONTANA.

THE LIVINGSTON ENTERPRISE : eight pages; all home print. Circulation exceeds 1,000. A NACONDA STANDARD. Circulation three times greater than that of any other daily or Sunday paper in Montana: 10,000 copies daily.

NEBRASKA.

NEARLY 700 publishers are increasing their circulation by offering to Germans the FREIS PRESS, Lincoln, Neb., at 65 cts, per year; 8 page wkly; samples free. Write for particulars.

NEVADA.

THE WEEKLY COURIER, Genoa. Six pages.
All home print. Leads in Nevada.

NEW JERSEY.

POPULAR adv. mediums: Bridgeton (N. J.) Ev'g News, 3,600; Bridgeton (N. J.) DOLLAR WEERLY NEWS, 1,600. Rowell guarantees circ'n.

THE EVENING JOURNAL, JERSEY CITY'S

FAVORITE FAMILY PAPER. Circulation, - - - - 15,500.

Advertisers find IT PAYS!

OKLAHOMA.

THE GUTHRIE DAILY LEADER, the leading morning paper in the Territory, accepts advertising with the distinct and positive guarantee that it has double the paid circulation of any newspaper published in Oklahoma. F. B. Lucas, Adv. Mgr.

IOWA.

QUALITY as well as quantity are important considerations for an advertiser. The TELE dark, Dubque, Iowa, gives its patrons belond Many of the largest and leading advertisers are represented in its columns.

NEW YORK.

FLUSHING, N. Y., JOURNAL, daily and weekly. Best mediums in fine territory.

UEEN OF FASHION, New York City.
Issued monthly. A million copies a year.

JORK AND BEEF PACKERS' DIRECTORY—
7,000 names. NATIONAL PROVISIONER,
384 Pearl St., New York.

Ask for Special Rates for Advertising in

Texas Siftings

BEFORE THE ADVANCE.

ALL AGENCIES

HOUSEWIFE

New Office, 114 Nassau St., N.Y.

Circulation 75,000 Copies Monthly.

Send for Advertising Rates and Specimen Copies.

ELMIRA, N. Y.

Known Circulation Over One Hundred Thousand Copies Weekly.

A. FRANK RICHARDSON, General Agent Rooms 13, 14 and 15 Tribune Bldg., New York City.

Albany's Most Popular Daily.

Circulation 17,400. Albany's Great One-Cent Newspaper.

This is to certify that the Circulation of THE DAILY PRESS AND KNICK-R-HOCKER Is Constantly lucreasing and that the number of copies printed this day was 14,400. N. RELLY, Pressuas. State of New York, City and County of Albany. Sworn to before me this 16th day of November, 1894. Notary Fuble, Albany, N.Y. Notary Fuble, Albany, N.Y.

THE PRESS CO., Publishers, Press Bldg., Albany, N. Y.

Ten Cents per week for the Daily and Sunday Press.

оню.

DAYTON MORNING TIMES and EVENING NEWS. Combined circulation 14,000 daily. ARGEST circ'n of any Prohibition paper in nation: BEACON AND NEW EBA, Springfield, O. Y OUNGSTOWN VINDICATOR, 7,900 daily, 5,900 weekly. Leading newspaper in Eastern Ohio. THE TRI-STATE GROCER visits ine grocers and produce merchants of Obio, Ind. and Mich. weekly. If you are not in it, it will pay you to write to TRI-STATE GROCER CO., Toledo, O.

RHODE ISLAND.

THE HOME GUARD, Providence, R. I. Tenth

PENNSYLVANIA.

HARRISBURG PATRIOT, est. 1808. Dem ic; \$ pages; 8,000 daily, 6,000 weekly. ing family newspaper at State capital. low. Population 40,000.

INTELLIGENCE: — DALY and WEEKLY,
Doylestown, Pa.
For guaranteed circulation see
Rowell's Directory. Always
the leaders.
Always best mediums for
advertisery jurposes.

A WAY down in the corner of the splendid Keystone State is the richest, most beauti-ful keystone State is the richest, most beauti-ful keystone State is the richest, most beauti-sion of the state is the richest in the composition of the state is the state of the Chester, are covered thoroughly by the Chester TMBS, the best local daily in Penngivania, and excelled nowhere in the thoroughness with which it covers its district. Everybody reads it because it is so full of local news and good advertise-ments. WALLACE & BPROUL, Chester, Pa.

SOUTH CAROLINA.

THE daily edition of THE STATE, Columbia, S. C., is the most popular paper in a hundred South Carolina towns. The semi weekly edition reaches over 1,000 post-offices in South Carolina.

TEXAS.

THE TEXAS BAPTIST STANDARD, of Waco, Texas, had an average weekly circulation during 1886 of 19,230. This is guaranteed in Rowell's new Directory to be the largest circulation of any religious paper published in Texas. Advartising rates reasonable.

THE POST: HOUSTON, TEXAS,
Has a LARGER REQUILAR ISSUE THAN ANY
DAILLY IN TEXAS, and is so guaranteed by Rowell's 1999 Directory under a forfeit of \$100. S. C.
BFOKWITH, Sole Agent Foreign Advertising,
New York and Chicago.

VIRGINIA.

THE STATE, Richmond, the leading evening per in a community of 155,00 people, publishes tall Associated Press dispatches, and is a live, up-to-date family newspaper. Under its new management, typesetting machines and a new press have been put in and many improvements made. Greater local circulation than any Row, New York.

WASHINGTON.

SEATTLE POST-INTELLIGENCER.

Nher Post-INTELLMENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

THE SPOKES MAN-REVIEW
SPOKANE SPOKES MAN-REVIEW
Only morning paper. Consolidation SPOKES
MAN and REVIEW. Exclusive control morning
field. No competitor within 500 miles. Population spokane, 1881, 500; 1894, 55,000. The past and
greenth history of Spokane has been marvelous;
its future will be the wonder control of all the best interests of Spokane and the vast
country tributary to it.

MEXICO.

FOR ten years EL FARO, an eight page illus trated, religious, family paper, has been is sued regularly. Apartado 306, Mexico City.

SO. & CEN. AMERICA.

PANAMA STAR & HERALD. ANDREAS & CO, 58 Broad St., Ago Send for sample copy.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in a appropriate class cost is cents a line, for each scertion. One time, without display or black-tood type, inserted one year, is sceles, for \$13, of this for \$8.0, or state for \$8.0, or \$8.0, or \$8.0 or \$1.0 or \$1.0

AGRICULTURAL IMPLEMENTS.

FARM MACHINERY (Ell), St. Louis, Mo. Largest issue in 8 years, 36,600, Smallest issue in 8 years, 10,600, Largest average for 12 months, 17,600. AGRICULTURE.

HOME AND FARM, Louisville, Ky. WISCONSIN AGRICULTURIST, Racine, Wis.

ARCHITECTURE.

THE INLAND ARCHITECT, Chicago. Best in West. Ask any prominent architect about it.

COAL

COAL TRADE JOURNAL New York City. DAIRYING.

The American Creamery, Chicago.

FASHIONS.

QUEEN OF FASHION, N. Y. City. Issued monthly. A million copies a year. THE WAVE, San Francisco, Cal. 13,000 weekly. HISTORICAL

THE AMERICAN HISTORICAL REGISTER, a Monthly Gasette of the Patriotic Hereditary Societies of the United States of America. Send for advertising rates and specimen copies. 138 S. Sixth St., Philadelphia, Pa.

HOMOEOPATHY.

HOMŒOPATHIC RECORDER, Phila., Pa.

LARGEST CIRCULATIONS.

ELMIRA, N. Y., TELEGRAM: Over 100,000 weekly.

LITERATURE.

THE WAVE, San Francisco, Cal. 13,000 weekly. MEDICINE AND SURGERY.

MEDICAL SENTINEL, sworn cir. Portland, Or. SOCIETY.

THE WAVE, San Francisco, Cal. 13,000 weekly. SPANISH.

REVISTA POPULAR, established 1888. Largest Spanish circulation in the world. Translations in all languages : 46 Vesey St., N. Y. City.

SUNDAY PAPERS.

ELMIRA, N. Y., TELEGRAM: Circulation over 180,000 copies weekly.

TEXTILE

TEXTILE WORLD, Boston. Largest rating.

WESTERN TOBACCO JOURNAL, Cincinnati.

TYPEWRITERS. PHONOGRAPHIC WORLD, New York City

VERICLES. FARM MACHINERY (Eli), St. Louis, Mo.

WELSH.

Y DRYCH. For half a century the national of gan of the Weish people. Weekly issue 12,0 copies. For advertising rates address DRYCH, Utica, N. Y.

WOMEN.

QUEEN OF FASHION, New York City.
Issued monthly. A million copies a year.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

A JOURNAL FOR ADVERTISERS,

EF Issued every Wednesday. Subscription
Price: Two Dollars a year. Five Cents a copy;
From Dollars a Hundred. No back numbers.
A Dollars a Free Collars a year.

EF Publishers desiring to subscribe for Paintage Ink for the benefit of advertising patrons can obtain special terms on application.

EF If any person who has not paid for it is receiving Fribtress' like, it is because some one stopped at the expiration of the time paid for EF IN COLLARY OF A DOLLARY SECTION OF A

NEW YORK OFFICES: No. 10 SPRUCE STREET. CHICAGO AGENTS.

BENHAM & INGRAHAM, Room 24, 145 La Salle St. BOSTON AGENT.

W. F. Moore, Room 2, 10 Federal St. LONDON AGENT F. W. SEARS, 138 Fleet St.

NEW YORK, JUNE 5, 1895.

THE Citizen, of Asheville, N. C., makes the unique claim to "more readers for least circulation of any paper in U. S."

THE man who owns a summer excursion boat and wants to keep it on the go should use plenty of advertising as well as steam.

ONE point well brought out in the introduction of an ad will chain the reader's attention and lead him to read the rest-generalities and all.

HE who first shortened the labor of copyists by device of movable types was disbanding hired armies and cashiering most kings and senates, and creating a new democratic world .-I homas Carlyle.

IT is said that there were nearly forty applicants for the place of New York representative of the Chicago Chronicle, which appears June I, and that one of them, a well-known "special," offered to guarantee the Chronicle \$50,000 worth of advertising in the THE most pleasant men to meet your eyes, first three months if given the position. In the face of this, Mr. Thaddeus B. Eiker secured the job.

How LARGE an amount of free advertising a lawyer obtains is suggested when reading the reports of the in-come-tax decision in the newspapers, and reflecting that this decision is published in nearly every newspaper in the United States.

THE Pittsburgh Press recently had an interesting interview with Mr. J. Mitchell, of the Courier, Dundee, Scotland, who is visiting America. Mr. Mitchell visited PRINTERS' INK when in New York, and was greatly surprised at the development of American newspapers, and particularly American advertising.

To-Day remarks that the tendency in church advertising to-day is in the wrong direction; the advertising is inserted in dailies which go to people already identified with churches. papers that reach the masses, it continues, are seldom used. In every large city church advertising is largely confined to some one ultra-respectable sheet, never seen by the inhabitants of the hedges and by-ways.

THE advertisements of Mr. C. J Billson, New York representative of the Cleveland Press, in PRINTERS' INK, have usually contained a picture of a diminutive policeman, labeled "Our Trilby," on account, it is supposed, of the disproportionate size of his feet. This design is now being extensively used by a Syracuse concern, and Mr. Billson feels that it is not quite fair to thus boldly appropriate the favored product of his ingenuity.

PROBABLY publishers of magazines and books receive the most free advertising of real value. The publisher of a ten-cent magazine often gets a notice that would cost several dollars. statement applies to books also. fact, so general has the custom become that many papers no more than name the publications received for comment and review. The Sunday School Times, of Philadelphia, will not accept any books sent for review, but purchases all that it cares to mention in its columns.

Are the men who always advertise. They always tell you trade's first rate, For convincing ads they use instead of "bait."

AN ADVERTISING GAME.

Mr. Chas. E. Apgar, 346 Broadway, N. Y., has invented a game that is intended to impress the designs used in advertising on the popular mind. It consists of a number of cards, each containing a well-known trade-mark used by an advertising concern; thus one card contains Dr. Woodbury's neckless head, another the picture of Douglas, the shoe man, a third Walter Baker & Co.'s chocolate girl, and so on. No letter-press appears on the cards to give any clue to what they represent. The cards are numbered and accompanied by a book in which every design is reproduced with the advertising that accompanies the design in the newspapers, and numbered to correspond with the cards.

Each player is supplied with a sheet of paper containing numbers 1 to 20. The players range themselves in a circle around one of their number. This player hands out the cards, one by one, and each person jots down on his slip the name of the advertiser and the article that it represents. When each person has seen each of the cards, the papers are collected and marked, the player who has made the largest percentage of correct answers being awarded the game. The book is then passed around, and the players have an opportunity to verify their answers, and learn what they have found they do not know. The value of the game consists in the fact that the trade-marks are thus vividly impressed on the minds of the player, and an interest is awakened which causes the person to read the ad when he sees the design or picture in a To people newspaper or magazine. who are interested in advertising, the trade-marks or pictures seem so very familiar as to appear to preclude the possibility of the game being at all interesting, but the majority of the ordinary people, although they know the pictures very well, are not usually able to very readily name the advertiser who uses them. Thus, in a game which was played to test the matter, several said that the cholocat menier girl represented Hire's Root Beer; others that it stood for Van Houten's Cocoa, while one thought it represented Ice Water! The same confusion resulted in the heaped and rounded teaspoonful ad of the Cleveland Baking Many named the Royal

Baking Powder. Others relied on their imagination, and called it "ice cream" or "hardware," or other things equally removed from the correct answer.

Mr. Apgar's idea of distributing the game is to have each advertiser bear a proportionate part of the expense, and to distribute several thousands to hotels and summer resorts, where ensus is plentiful, and a new diversion eagerly seized upon. The free games are to contain a notice of the price at which additional games can be obtained. One of the faults of the game, as a game, is that its interest vanishes after being once played, since every former player is then acquainted with what the various pictures represent.

THE AGENT'S PROFIT.

Some advertising agencies, especially the strong ones, succeed in extorting from publishers a private rebate to be allowed at the end of the year. The orders are figured all right, also the regular commission to be allowed the agent, but the agent carries in his other pocket an ironclad agreement as to the private rebate or personal "rake off" he is to receive.—Pittsburgh (Pa.) National Stockman & Farmer.

REVOLUTION IN PARIS JOUR-NALISM.

This announcement from the New York Times is interesting, not so much on account of the facts it professes to give, as the very original English employed in giving them. The translator must have aimed to translate literally.

LE FIGARO IS SO INCUMBERED BY ADVERTISE-MENTS, WHICH IT REGRETS, THAT IT MAKES A STARTLING ANNOUNCEMENT.

From the Figure, Paris.

We have important news to announce to our readers.

To start from the month of October next, the Figaro will appear all the days with six pages, holding together.

We had had, one moment, the idea of aug-

We had had, one moment, the idea of augmenting our size, so convenient, however, but this aggrandizement, realized anyhow since several years already by the Temps, to us has seemed insufficient.

The augmentation of the number of leaves, on the contrary, will permit us to satisfy all the needs of the reader whom the grand facility for communication of modern life has rendered so avid and so exacting. Thanks to this innovation, we shall not have longer to fear the complaints—very legitimate, let us arow it—of those who found that the Figure is too often invaded by publicity to the detriment of writing, properly so called,

although we left aside almost each day several columns of advertisements which we had not the room to print. How many times have we not ourselves cursed this excess of publicity, which certainly many of our col-leagues envy us! eagues envy us! There shall be hereafter room for every-

There shall be hereafter from for every-thing, without the Figure losing its essen-tial characteristic, which has made its fort-une of being a journal of light manner, rapid and convenient to read.

rapid and convenient to read.
It is curious, in this regard, at the moment of crossing this new epoch, to recall the road traversed by the Figaro since its foundation; that is to say, since nearly forty

It commenced by appearing once a week, then two times, then it became quotidian by reason of its success, which had placed it rapidly in the first ranks of the press. Soon, its four pages not sufficing, it must needs create a hebdomadary supplement.

create a hebdomadary supplement.

In a few years, force was to publish a second supplement, until the moment when we have been obliged, by intervals, to improvise a half leaf flying, which, unfortunately, risked to lose itself in the hasty distribution of the newspaper stands or of the post-

These successive ameliorations naturally

These successive aniculous aniculary led us to the Figure of six pages, of which no page will let itself be detached or lost.

In this revolution, since a long time desired, the administration has found in M. Marinoni, it is anxious to say it, the auxiliary

Marinoni, it is anatous to say it, its authory the most precious and the most useful.

The grand inventor is having constructed in this moment for us a series of machines, rotative, which are marvels of precision, such as none has ever seen in France, and such as none has ever seen in France, and which will furnish to us a journal the six pages of which shall be at once printed, bound, pasted together and folded by the machine itself!

With these six pages per day, consequently, no more supplements of Wednesday and Saturday; but, well understood, the matters which made the success of these two numbers, music, foreign correspondence, literature, the yachting, reviews of books, varieties, etc., shall be maintained and disseminated hereafter in the ordinary number, without counting the new heads, about which we shall talk later.

As for the price, it shall be unified to start from the month of October.

The six-page Figere will cost uniformly 25 centimes at Paris, and 20 centimes in the departments. foreign correspondence, literature,

partments.

Despite the augmentation in the number of leaves, the buyer and the subscriber shall then have to disburse a sum less elevated than at other times; but the slight lowering

of price has, we know it, little importance with our clients of the elite.

It is not likewise for the reforms which we have just announced and which answer, as all kinds of progress, to a veritable de-

mand

The new generations of readers demand, in fact, each day a larger dose of information and of news, and their curiosity legitimate augments as steam, telegraph, and tele-phone widen the field of information and of

NOTHING in advertising is more important to success than a systematic plan. The difference between success and failure is sometimes only the breadth of a hair line, and failure is more often due from lack of organization than anything else.-Turn To.

THE EVOLUTION OF THE TRADE JOUR-

The evolution of the trade journal from the feebleness of infancy to its present position of influence is a most interesting study. The pioneers in this now important branch of the American press were generally men of limited means and newspaper experience. Conditions were not altogether favorable to attract the best talent. The possibilities of the field were not seen, and the facilities for earthering were not seen, and the facilities for gathering legitimate trade news were very measer. Trade journals were looked upon as a lux-ury, and their promoters relied for support n some one or more leading houses, with the understanding that exclusive favors were to be shown these sponsors in return for adto be shown these sponsors in return for advertising. Facts were suppressed and long-winded write-ups took their place. Consequently these early publications were little more than house organs. The houses so flattered were content to pay well for it, without looking very critically into the extent of circulation or thinking what effect these commercial peans might have on intelligent readers. It was cheaper to print a journal hyperoxy they thought. by proxy, they thought.

As time went on, however, these favored ones could not but lose respect for such venal sheets, and publishers of trade journals grad-ually came into touch with the entire trades ually came into touch with the enure trades they represented, and as their horizon widened they saw clearly that the value of a trade journal depends upon its bona fide cir-culation, and to obtain this progressiveness, fearlessness and independence must charac-terize its policy. They became leaders and organizers in trades among which they circu-

Such are the foremost trade journals to-ay. The brightest young men in the merday. cantile world are those who early learned the cannie world are those who early learned the value of the trade journal, and from its pages gleaned the information and caught the ambition that is responsible for their advancement.—Tin and Terms.

WOMEN AS PRINTERS.

Some interesting details regarding the first appearance of women in the printer's art are given in the official organ of Parisian printers. The general belief that women were for the first time employed in typographical work in 1681 by Rignoux, a printer in Montard, is declared to be erroneous, a printing press worked exclusively by women having pard, is declared to be erroneous, a printing press worked exclusively by women having been in regular use in Italy a century and a half before that date. The printing office was the convent of St. James at Mount Ripoli, and the women printers were sisters of the Dominican Order.

The sisters of this convent had practiced the art of copying and illuminating manu-script since the thirteenth century. When Gutenberg's invention made its appearance the press spread rapidly in Italy, and every the press spread rapidly in Italy, and every town soon possessed its printing office. Florence had one as early as 1472. It would have gone hard with the Dominican sisters if their confessor, Dominico de Pistoia and their procurator, Pietro di Pisa, had not come to their aid by imparting to them a knowledge of the new art. The sisters ap-pear to have devoted themselves to their pear to have devoted themselves to their typographical labors with ardor and success, for between 1476 and 1484 more than a hundred works—a large number for that period—issued from the conventual press. It is somewhat curious to note that among these works there is an edition of the Decameron, dated 1478 .- London Daily News.

ELECTRIC ADVERTISEMENTS.

One of the comparatively recent developments of the use of electric lights are the electric signs which stand out boldly in lesters of fire and form a prominent feature of the city's illumination after dark. Most of the signs now in use are in front of the theaters; some of them are changed with each change of programme. Many hotels also have these signs, and their use is spreading so rapidly that their manufacturers have hard work to keep up with their orders. The fire underwriters at first looked upon the innovation with a suspicious eye, but after subjecting one of the signs to an exceptionally severe test, which it stood triumphantly, offered no objection to their use. It was ap-prehended that it would be difficult to inprenenced that it would be dimetif to in-valuate so many incandescent lamps, placed out of doors in such a way that the current wouldn't leak in case of rain or snow. There was no trouble reported with any of the signs, was no trouble reported with any of the signs, however, at any time last winter, although on several occasions the letters were filled with snow and sleet. The letters most used in signs are 25 inches high. They are five lamps high, and are four lamps broad; that is, five incandescent lamps are ranged one above the other to make the vertical lines of the letters, and four incandescent lamps in a row form the horizontal lines. The largest letter that has yet been made is 9 ft. high. It was made to order for a hotel in Brooklyn.

Each of the letters of the signs has what is lled an individual cut out. In case of any called an individual cut out. accident to one of the letters the current may be turned off from that letter without dis-turbing any of the others in the sign. The turbing any of the others in the sign. The life of an ordinary incandescent lamp is from 800 to 1,200 hours, although some of them burn for a great deal longer before giving out. Since, on an average, the lights are only burned for three or four hours a night, a sign might be used for a year before it becomes necessary to replace the lights.

A new development of the electric sign

becomes necessary to replace the lights.

A new development of the electric sign consists of a revolving cylinder 7 ft. in diameter, containing ten signs, each with letters 3 ft. high. The cylinder revolves automatically, and each of the signs is placed in turn in a large ornamental frame, when the current is turned on automatically and the sign is illuminated until the cylinder revolves another noted and through another noted and through another noted and through another noted. volves another notch and throws another sign into the frame.

Another invention is an automatic apparatus by which an electric current may be turned into one letter after another of a sign until all the letters are illuminated. Then all go out at once, and the spelling-out pro-cess in letters of fire is repeated.—N. Y. Evening Sun.

COURTESY IN BUSINESS.

" May I bring this back if I don't like it?" is a question very often asked by customers at the large stores. Sometimes it is not profitable for the firm to take back goods, even if others are bought in their stead, and it is often a question if the courtesy thus ex-

tended pays in the long run.

There can be no doubt, however, that courtesy of language is always profitable. A clerk in one of Chicago's largest retail dry goods stores tells the following, which might happen a hundred times a day in any large city. Two women came to his counter and inquired for Madras cloth. He scoke sweet city. Two when came to his counter and inquired for Madras cloth. He took some down, and one woman said: "Why, that isn't Madras cloth. Show us some of the real article." He took some

"I assure you, madam, this is the real thing. We have nothing else in these goods." "They are not like this at Smith's," said the other woman.
"No," said her companion, "they are genuine goods there."

genuine goods there."
"We try to furnish the best thing in the
market," replied the clerk, politely. "Sometimes we make mistakes, but we are always
ready to rectify them. If you find that this
is not real Madras cloth we will agree to get
the real article."

"Will you be sure to give me enough for another dress of the real Madras cloth if I take this and find that in washing it fades, same this and find that in washing it fades, for the real Madras is warranted not to fade, you know, and even if you gave me another dress, it would hardly pay for my loss of time in making this up."

"I am quite sure, madam, that you will find the cloth what we represent. If not, we will do the right thing."

The goods were finally bought and taken home. The next day the woman, who had left her address with the clerk, was sur-prised to receive from the firm the following note:

"DEAR MADAM-Messrs. B-"DEAR MADAM—Messrs. B—— & M—desire to state that the goods sold to you yesterday as Madras cloth are imitations, and not what we had supposed. If you will kindly return the same we shall be pleased to give you in exchange the real article. In case you have made use of the cloth, or damaged it in any way, it will make no difference to us. Please excuse the mistake of the cloth. us. Please excuse the mistake of the clerk, and return the cloth at your earliest convenience. Respectfully a B & M"

This was a good advertisement for the firm, but even if it had not been the courtesy was appreciated. As the woman said when she returned them the cloth, "It is worth a dear to trade with such a firm. It is an education in courtesy." — Youth's Companion.

ADVERTISING AND HOSPITALITY MIXED.

The local advertisers in Philadelphia made the most of the Odd Fellows and Epworth League conventions in their city recently. Leading clothing houses-among them there is a rattling rivalry just now—covered the front of their stores with bunting. Wana-maker & Brown advertised that their establishment was at the disposal of their visitors and their friends—telephone, stationery, sten-ographers, and all—and that they would serve a collation from eleven to four every day, not mentioning in their ads whether it was free or not. Some Odd Fellows construed it to be gratuitous like the stationer and thus the establishment was crowded the

and thus the establishment was crowded the first day and the second day at any rate.

John Wanamaker gave the Odd Fellows a big reception room with writing materials, etc., and a place of rest and rendezvous ad libitum, and other stores did the same in varying degrees of enterprise, helping to sustain the city's reputation for public generosity that has made it a favorite place of gatherings like this one.

An unexpected ad came to the firm of W.

An unexpected ad came to the firm of W. An unexpected at came to the firm of w. H. Wanamaker & Co.—right out of the clouds, so to speak. The bunting on their big store opposite the Reading Terminal, gorgeous in red, white and blue, became saturated with the rain the first day and caused the red in the bunting to run down on to the sidewalk until the thoroughfare in front of their establishment looked like a scene of bloody tragedy. ADDISON ARCHER.

THE TRADE SCHOOLS.

The trade schools of the day are perform-ing a service for the public that was probably little thought of when the first session of the little thought of when the first session of the leading school was opened, some ten years ago. They are slowly but surely checking the prejudice of labor against capital which has so long characterized the sentiments expressed by workingmen. None see more clearly than the objecting mechanics that every effort they make against the apprentice or the better education of mechanics, by any means whatever, is more than neutralized by the work of the technical schools, which are the work of the technical schools, which are conducted for the express purpose of afford-ing young men the very knowledge which some mechanics would deny them if possible. And with this broader view of labor they are also beginning to realize that corporations are nothing more than great engines of com-merce without which the business of the country could no more be conducted than without the aid of the workingmen them-selves. The rising generation of mechanics, which will assume the command of the trades a few years hence, will, by their superior education, realize that the man of capital is filling a position that must be filled by some one if progress is to be made, and that there is quite as little in his position of life to be envied as there is in many subordinate places. They will be sensible enough, too, to know that some manufacturing investments cannot be made to pay a reasonable percentage on the capital invested, and that in many cases they are being carried on by the owners simply to avoid the greater disaster of rapid depreciation of plant and many well-meaning workers deprived of employment. A realizing sense of some of these great facts of business will tend to reconcile labor with capital in a way to prevent the loss, waste and destruc-tion incident to strikes.—Sanitary Plumber.

AN ATTENTION-RIVETER.

The portrait of the "up-to-date?" girl, in one phase or another of her many-sided, multi-fadded life, meets the eye on magazine poster, menu-card, calendar, advertising pamphlet, and railroad guide. As a sure attention-riveter the advertisement artist long ago employed her smiling face and well-gowned figure, daintily slippered and with a more or less lavish exposure of neck and shoulders, so that the advertising pages of the magazine on your table show this wonderful nineteenth-century girl appealing to you in favor of a new brand of ready-made soup, the only piano that always keeps in tune, an absolutely pure baking powder, the latest improved bicycle, or a sure cure for superfluous flesh.—Lippincott's Magazine.

INDIRECT RESULTS OF ADVERTISING.

To advertise successfully, the advertiser must first believe in the efficacy of advertising and then have the courage of his convictions. The trouble with many advertisers is that they are too quickly discouraged. They expect too much at the start, and when their expectations are not realized they are afraid to go any farther. I learned early in my business career that it is absolutely impossible to trace the results of any advertisement.

It is the indirect or unseen results of advertising that should be considered in many instances. It is necessary to keep your name and business constantly before the people. Every buyer is unconsciously influenced by the appearance of the advertiser's name in the literature he reads. He may not know

it, but when he gets ready to buy he first thinks of the article that has the most frequently come to his notice in his daily reading. If the article most advertised is devoid of merit he will not buy a second time, but the really meritorious article would probably have been selected had it been brought to his attention as much. The builder of a good vehicle or the manufacturer of a good implement cannot succeed unless they get their goods introduced, and they can't fully introduce them unless they advertise constantly, and as there are hundreds of changes in the business world every day, there is no period when the advertisement can well be discontinued. There is another argument in favor of judicious advertising that I have never seen expressed in type, although it is deserving of attention, viz.: The best dealers are those who buy the shrewdest never fail to read the trade journals devoted to the lines they handle.—Farm Machinery.

WHAT HE THINKS.

If I was a mercantile advertiser I don't think I would utilize displayed advertising as is so indiscreetly sought after by many business men. It seems to me that all such advertising is useless, as the public, in my estimation, consider such ads more or less on the billboard order. I have noticed for several years that the style of advertising has been conducted in this extreme, principally by small daily and country papers. It appears ridiculous and absurd to pick up a newspaper and find yourself confronted with nothing more than a "hoss" poster or handbill. Such a form is not journalistic and cannot harmonize with the reader's desire. One picks up a paper, and after turning over four or five pages, finding only half and full page ads, becomes disgusted and throws it down. Had the same advertisement been placed in the form of a reading notice with attractive head-lines I know the result would have proved far more profitable.—Tyler (Tex.) Morning Telegram.

NOTHING PARADOXICAL ABOUT IT.



Softly—Inkerman's ads get bigger every week. How can he pay out so much for big ads? Hardly—By making'em bigger every week.

TRADE PAPER ADVERTISING.

Almost every firm which can sell to a par-ticular class alone advertises in the papers which circulate among the readers of that particular class. This is a well-meant effort to attain publicity. It should pay, but how often are we told that this " advertising don't

The average ad of this kind is simply a more or less extensive variation of this claim that "these goods are absolutely the best," The modern buyer will take a grain of salt with all such claims. He is accustomed to hearing them. He knows what to expect and hearing them. He knows what to expect and avoid after reading two or three times that both the "Blank Desk Company" and the "Smith Furniture Company" are the makers of two "absolutely the best" lines. Consequently he reads and believes the Dash Desk Company's ads, for their ads give reasons why "Dash Desks are the best." So when he wants office furniture "Dash Desks " are ordered—he knows why they are superior.

Desks " are ordered—he knows why they are superior.

If your goods are the best there is some reason why they are so. If it is because they are lower in price than other goods of equal or inferior value, surely it will pay to let the fact be known. If they are "a little higher in price, but—" much higher in value, tell what makes them so. No "good thing" exists for whose goodness reasons cannot be oven. Give the reasons. Let the trade

exists for whose goodness reasons. Let the trade know why your goods are the standard. When these facts are appreciated by trade advertisers they will see that paying ads in costly space are superior to out-of-date ad-vertising. Then they will be paid by the realization that a good ali setter than a good salesman. It reaches more buyers in one month than the salesman can in two wears—Restiness. years. - Business.

MUTUAL ADMIRATION.

Mr. Clough (who pronounces his name Cluff) puts out some bright ads for Wm. G. Johnson & Co., Pittsburgh, Pa. He ex-Johnson & Co., Pittsburgh, Pa. He exchanges with the Lotus Press, of New York (Nathan Bros.), who recently sent him the following:

Dear Mr. Clough, We get your stuff Every now and then; And we're always glad To see your ad And hear from you again.

Your ads, no doubt, Are talked about, And ought to pay quite well; For your little sheet, Terse, brief and neat, Is built on lines to sell.

We put our "chink" In PRINTERS' INK, So haven't much to send; But trust you read Our weekly screed

Beginning unto end. This was the reply from Mr. Clough:

There may be others Than Nathan Brothers, The country far and near; There are no others Than Nathan Brothers From whom we'd rather hear.

ONE fact counts more than a thousand lies, Keep this in mind when you advertise.

TIRED EDITORS.

The women who got out the Crete (Neb.) edition of The Democrat closed the editorial

page with the following naive paragraph:

"The editors, as they lay down their pens, after a week of hard work and gloomy looks from their husbands, gladly return to their homes more than ever convinced that the great weapon of women is the broom rather than the pen."

AN EXAMINATION PAPER OF THE UP-TO-DATE COMMERCIAL COLLEGE.

1. Who "pays the freight"?
2. "Children Cry"—for what?
3. "You press the button and"—who does the rest?

4 "See that hump?" What of it?
5 What "relieves that tired feeling"?
6. "Which wins?" Which do you think?
7. "Yours for health?" Who?

WHY, INDEED

A woman in Western Ontario purchased a new-fangled kettle from a peddler. In the evening she showed it to her husband, a hardware dealer, who told her he had the same thing in his store for half the price she paid. "Well," she said, "why don't you advertise? Nobody knows what you have for sale."—B. C. Commercial Yournal.

NOTES.

A BALTIMORE druggist puts this sign upon s broken window: "This window was his broken window: "This window was broken by a horse in a mad rush for one of our sudas." our sodas.

A CORRESPONDENT sends PRINTERS' INK a sketch of a curious advertisement sign used by a butcher in Parker City, Ind. It seems he wished to save the expense of sign paint-ing, and so cut out the letters of his sign from newspapers, pasted them on a board in every conceivable style of topsy-turvyness. The result suggests the hieroglyphics on the obelisk in Central Park.

lisk in Central Park.

A NEAT ruse adopted is this: A business card is placed in a plain envelope, which is sealed and addressed in a feminine hand to a mythical lady in some fashionable locality. Messengers distribute these envelopes quietly in the letter boxes and hallways of flats and private houses, and the advertiser counts on woman's curiosity to do the rest. His idea is that the first impulse of the finder of one of those letters will be to put a stamp on it and mail it, the second to look around suspiciously to see if anybody is looking, and then take the first opportunity to open it over the steam of a kettle.—New York Journal.

steam of a kettle.—New York fournal.

Swift and Company, of Chicago, built the largest cake in the world to advertise their Cotosuet at the opening of the new department store of A. M. Rothschild & Co. It was cut into 40,000 pieces and served to every one who came. A series of eighteen cash prizes was offered to those who guessed nearest the weight of it. The cake was advertised liberally by reading notices and display, and as nearly as anything can be, it became the talk of Chicago. At every door in the store a young lady was stationed to hand a card to every lady who came in, inviting her to get a slice of the cake, and in the large space allotted to the display young ladies served the cake to the multitude of visitors and registered the guesses at the weight of it. tered the guesses at the weight of it.

AGENTS' SUPPLIES,

There probably is not a better known firm in the agenta' supply business in the country than W. P. Harrison & Company, of Columbus, Ohio. The firm advertises under the name just mentioned, also The World Manufacturing Company and Gray and Company. The large manufacturing plant, together with the offices, is located on North Third street, Columbus, Ohio. They make four different styles of telephones, switches and all supplies used in connection with telephone lines; electric motors, light and plating machines; plating outfits of all kinds and sizes; dish washing machines, and machines for polishing shirts, collars and cuffs. I dropped in to see the head of the firm the other day to get his opinion on advertising, and There probably is not a better known firm

I dropped in to see the head of the firm the other day to get his opinion on advertising, and what part it played in making his business so successful. Like all large advertisers, Mr. Harrison says he reads PRINTERS' INK every week and enjoys the reading of it hugely, He talked freely of his firm's early experiences and constant growth solely through mainty newspapers space effectively.

using newspaper space effectively.
"Six years ago we commenced the manufacture of electrical and patented specialties in a small frame structure in the rear of this place where our plant is now located, com-prising a floor space of 14x26 feet and renting the same for \$\frac{8}{2}\$ to per month. Very little cap-ital was at hand to go into anything of an extensive nature, and on account of the limited capital, we were compelled to sell for cash only. We have continued in the policy of selling goods only for cash in advance and have never given one person trust in our business career. Not being able to hire business career. Not being able to hire traveling salesmen, we undertook to market our goods by depending entirely upon advertising. The first experiment for procuring agents was what is called a 'blind' advertisement, which does not mention the articles for sale. The advertisement was run in three issues in the want columns of daily newspapers. The cost was \$00, and the returns just about paid for the cost of advertising, giving no profits. The second experiment was the following reading notice in the Toledo Blade and the Chicago Blade, one time in the weekly edition of both newspapers:

A HAPPY MOTHER. \$72.50 A WEEK.

MR. EDITOR-I feel so happy that I must tell through your valuable paper what I did, so others can be happy and make money, too. Things looked blue; these hard times had thrown my husband out of work; the interest on the mortgage was coming due and terest on the mortgage was coming due and no money. I saw an advertisement of the Rapid Dish Washer and thought I could sell them. I sent \$5, got one, and my hushand washed the dishes because he did not have to put his hand in the water, and did not have to rub them nor dry them; they came out all nice and clean and ready for the shelf. He also took care of the house and baby. I got the agency and sold ten the first day, and have cleared this week \$72.50, and will by next week have enough to pay the will by next week have enough to pay the interest, and am sure we will have money all winter. Any one out of work should send to W. P. Harrison & Co., Columbus, Ohio, get a circular, have a happy home, and make money, too. Times are going to be hard this winter and much suffering can be saved if mothers and daughters would do as I have done.

days the net profit from this one advertisedays the net profit from this one advertisement in the two papers, after paying all expenses, such as hired help, cost of goods, shipment, etc., was over \$500. With this great encouragement, larger contracts were made for advertising and the facilities for turning out goods were increased. Our business has steadily grown each year, the hard times having apparently but little effect upon it. We believe in small advertisements for our line of business, as all we aim to do with our line of business, as all we aim to do with newspaper advertising is to get the name of interested persons. After that is procured, we mail a lot of circulars which describe thoroughly our wares and give all the details

thoroughly our wares and give all the detains that are necessary.

"Speaking of circulars, we send out about 6,000 daily. Over thirty clerks are employed in our office typewriting letters, folding and mailing circulars. During about nine months of the year, we receive on an average 1,000 letters a day. Our concern at the present time occupies 20,000 feet of floor space and the advertising bill amounts to over 6,000 per year. The papers we use are space and the advertising our amounts so over 60,000 per year. The papers we use are principally large weeklies and monthlies." As I left Mr. Harrison I thought to my-self, "Well, here is certainly one firm that

owes all that they are and have to the use of printers' ink." LEWIS GARRISON.

Did it ever occur to you that to-morrow's advertising may be a day too late. - Business.

THE most successful business plants of the country have been well fertilized with print-

How DOTH the astute dry goods man improve each shining hour? By advertising on rainy days.

THE Ad Writers' Club, of Washington, re-cently had a "housewarming" at their quarters in the Washington Times Building.

A SMALL appropriation of advertising needs more skill, knowledge and study than a large one to place. It is harder to sail in narrow channels than upon the broad sea.— Turn To.

Ir the writers of the Bible, Shakespeare, Robinson Crusoe, and Pilgrim's Progress could get along with words of simplicity, there can't be excuse for over-fine writing in advertisement construction.—N. C. Fow-LER, JR.



Smith—The Lonelyville Enterprise has brightened up wonderfully lately—is there a new editor ?

Jones-No; a new exchange. They're taking Printers' INK now.

[&]quot;The cost of that advertisement was \$57, and it proved very successful. Within sixty

NEVERMORE.

(With apologies to Edgar Allan Poe.)

Once upon a midday dreary, While I pondered weak and weary, Over many an unpaid bill from creditors so

And I thought while nearly frantic, "I will cross the broad Atlantic

And the duns, so importunate, I'll escape forevermore."

On this thought my mind was centered, When into the chamber entered A young man whose business bearing

And firm tread upon the floor Promised fresh increase of sorrow. And from him I tried to borrow

Money, that the crisis once again I might tide o'er.

Not to my appeal he listened, But his diamond shirt studs glistened In the sunlight as he calmly looked me o'er, And this sentence then he uttered

Never stopped and never stuttered: "Why not advertise to-morrow All the goods within your store?

"I will give you top of column, And of trade there'll be a volume,

That at once from every corner of the town to you'll pour; To your till will cash be sifted, All your debts and burdens lifted,

And a reputation made at once For you, your business and your store."

His advice was quickly taken, Doubt and melancholy shaken, And to-day my advertisements cover col-umns by the score.

And each day my growing riches, Fill the pockets of my breeches, And from them I take the surplus And I advertise the more.

ADAMS & Co., the New York dry goods firm, have commenced advertising in rhyme-sensible business rhyme at that. Should the experiment prove successful, what a field

the experiment prove successful, what a field there will be for poets!

It takes a rich man to draw a check, a pretty girl to draw attention, a horse to draw a cart, a porous plaster to draw the skin, a toper to draw the cork, a free lunch to draw a crowd, and an advertisement in a newspaper to draw trade.—Mansfield (Itt.) Express.

ADVERTISING is a protective institution. It protects the public, because men with poor products cannot afford to spend money establishing a name for them. It protects the manufacturer because his goods sell themselves and the dealer and jobber are content. to carry them on a margin of inverse ratio to the demand.—J. Walter Thompson.

HE KNEW.



Scientist-Have you any idea of the immensity of space, young man?
Ad Solicitor-Well, rather! I've got to fill three pages with paying ads every week or get the bounce!



ADVERTISING is a tonic, Which, taken all the year, Cures all cases, even chronic, Of trade depression drear.

Displayed Advertisements

30 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 188-187 World Bldg., New 13,000 weekly York, N. Y., sole agent 13,000 guaranteed.

AMERICAN 4 ft. Desk, \$16
DESK 4½ ft. Desk, 18
AND 5 ft. Desk, 20
Send for Company, 18-30 East Van Buren St., Chicago, III.

Think of your Advertisement,

not only being glanced at but actually studied. This is what the Observation Test Game doesmakes it a pleasant pactime to study your advertisement. Astounding evidence of the value of this method of advertising, with any other information desired, will be sent by applying to

CHAS. APGAR, 346 Broadway, New York,

NO OTHER PRINTER

in this country is constantly thrown into the company of great and successful advertisers as I am. Each comes to me with different ideas, and I get the benefit of all those ideas bunched.

All this knowledge, all these ideas, are at the service of the smallest advertiser in the smallest hamlet, just as well as the more pretentious business man. I charge nothing for this knowledge and these ideas. All I want is a little more money on each job of printing than it actually costs to do the work.

WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce Street, New York.



When it comes to circulation, actual, bona fide circulation, the

"Anzeiger des Mestens,"

[ESTABLISHED 1834]

Daily, Sunday, Weekly,

is far ahead of any of its contemporaries in St. Louis.

The ANZEIGER DES WESTENS is always ready and willing to prove by comparative investigation of all books—not of cash books only, which may be dectored—nor by affidavits, which some persons with an elastic conscience, and no sense of dishonor, make as easily as eating a good dinner—but by an investigation, a thorough investigation of everything, that its circulation is far greater than the circulation of any other German paper in St. Louis.

It is the great German paper of the West and Southwest.

Inherited Dyspepsia

Mr. W. D. White, the advertising specialist, who is to be found at No. 221 West Bancroft st., Toledo, Ohio, asserts that in his case Dyspepsia was an inheritance. He obtained his first supply of Ripans Tabules by remitting 50 cents to Lord, Owen & Co., the wholesale druggists of Chicago, because he could not then find them in Toledo. Now, the druggists there have themalways have them. Mr. White asserts that he carries one of the little vials with him, and if he has that distressed feeling after a hearty meal or a headache he takes a Tabule. His wife also uses them. and, writes Mr. White, "If my boy feels sick he asks for one."

Ripans Tabules: Sold by druggists, or by mail if the price (50 cents a box) is sent to The Ripans Chemical Company, No. 10 Spruce St., New York. Sample vial 10 cents.

THE National

FOR NEARLY FOURTEEN YEARS THIS PAPER HAS BEEN A REGU-LAR VISITOR AT OVER 100,000 HOMES IN THE NORTH EVERY

> It is the favorite Fireside Journal of the Country Home.

SAMPLE COPIES FURNISHED ON APPLICATION.
IN MATTERS RELATING TO AD-

VERTISING FOR ITS COLUMNS, ADDRESS

The National Tribune, washington, D. C.

BYRON ANDREWS,
Manager Branch Office,
66 PULITZER BUILDING

Saturday ..Telegram,

MANCHESTER, N. H.

Is now recognized as one of the Standard Mediums for covering

.. New England. CIRCULATION 50,000.

The TELEGRAM is carrying nearly three times as much advertising as it did last year-Choice business, too.

For rates, etc., address,

C. E. ELLIS,

Advertising Manager.

EVERY ONE WHO USES MY INKS ACTS AS .MY SALESMAN

RIVERSIDE, CAL., April 25th, 1895.

PRINTERS INK JONSON,

8 Spruce St., New York City.

DEAR SIR-In conversation with J. G. Clevior, foreman of the New Era Printing Co. of Perris, California, he informs me that you sold him 100 pounds of very fine grade ink for \$5. I saw the ink to-day and it is first-class. Please send me 100 pounds just like it. I inclose check for the same. Please inform me by return mail about the time it will reach me, as I am

nearly out. Very truly yours,

RIVERSIDE, CAL., ENTERPRISE,

M. R. PLAISTED, Pubr.

A recommendation from one publisher to another will go farther than if a salesman were to call every day for a week. A number of orders, which I would never have otherwise received, have been sent to me on just such recommendations as the above. At the winter meeting of the South Dakota Press Association, Mr. C. R. Tinan, publisher of the Graphic, at Kimball, South Dakota, gave a five (5) minutes' talk on the qualities of my inks, and I can trace several orders from South Dakota publishers received through the influence of Mr. Tinan's remarks. Some of them mentioned the fact when sending the order.

My inks are guaranteed to give satisfaction, and if not found as represented the money will be refunded promptly.

Send for my beautiful price list.

ADDRESS:

PRINTERS INK JONSON. 8 SPRUCE STREET. NEW YORK.

THE "PRINTERS' INK" VASE.



Every ad-smith intending to make an effort to secure the prize vase offered for the advertisement worded and displayed to best serve the purpose of attracting subscribers to Printers' Ink: A Journal for Advertisers, should send in his name and address, and the whole story of the proposed competition will be sent to him just as soon as the pamphlet containing copy of the four hundred advertisements, now in hand, is completed. Address all communications simply Printers' Ink, New York.

PRINTERS' INK is the one newspaper that all advertisers read.

If you would win the advertiser's chink-Insert your paper's ads in PRINTERS' INK.

Mr. Publisher

Don't you want to advertise your paper in Printers' Ink under the heading of Your State or your Class?

One line in full face type, one year, 52 weeks, costs, \$26

Every other week, " 26 " " 13

Once a month, " 12 " " 6

Additional Lines at Same Rate.

If inserted in plain Roman lower case, caps and small caps, the price will be cut in two.

Six words make a line.

The Editor of Printers' Ink will prepare a condensed advertisement for you, such as he would recommend, and submit a proof and quote a price, if you ask him to do so.

If you have anything to propose, correspondence is solicited. Address,

PRINTERS' INK.

No. 10 Spruce St., New York.

There is Nothing Unlucky About ...Thirteen...

The following testimonials, all dated May 13th, 1895, were received by me, and every one accompanied an order for more ink.

Read the following:

Send me ¼ lb. can of job black, ¼ lb. can of fine card and job and 25 lbs. of news ink. Inclosed find money order for \$2. The colored inks I got of you are as good as I ever used and the price beats them all.

—Press, Clifton Springs, N. Y.

Send me a 25 lb. keg, of news ink, for which inclosed find money order for \$1.50. We are well satisfied with the job inks we got of you.

-Index, Cohocton, N. Y.

Inclosed find check for \$2, for which send us two quarter-pound cans of best blue black, two quarter-pound cans of black, one quarter-pound can of light blue, and a can of bronze ink like sample. I am completely stuck on your blue black. It is the finest and easiest to run of any ink that I have ever used.

—Commercial, Groton, N. Y.

For \$1.50 inclosed please send me a 25 lb. keg of news ink. I find your ink goes further and does better work than any we have ever used.

-Franklin Press, Franklin, N. C.

Inclosed find \$3, for which send us three pounds of photo brown ink. The photo brown bought of you some time ago was all right. Give me the same again.

— Tribune, Marysville, Ohio.

Please send me a 50 lb. keg of news ink and one dollar's worth (3 lbs.) of good job black. The last news ink we used was bought from you and it is the best we ever had in our press-room.

-Commercial, Meyersdale, Pa.

I am receiving many testimonials daily and they are wholly unsolicited. They come from all over the country. Every one seems to be satisfied with my inks.

Send for my beautiful price list.

ADDRESS:

PRINTERS INK JONSON,

8 SPRUCE STREET,

NEW YORK.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogs. Tell me your severtising troubles—perhaps I can lighten them.

For a year and a half the department called Advertising for Retailers has been a feature of PRINTERS' INK. In this department I have confined advertisers will occasionally devote a myself exclusively to matters which great deal of money in advertising were of interest to retail advertisers, their competitors I have never been The criticisms that I have made have able to understand. The latest inalways been made without mental stance of this that has come to my reservation, honestly and candidly. I knowledge is a very handsomely believe that the only sort of criticism printed circular called the "Yellow that is valuable is honest criticism.

plan of "Advertising for Retailers." to enough to worry him considerably. In general advertising it is impossible matter that comes to me, but the more solitary "chirp" from me in return. felicity.

ADVERTISING IN GENERAL.

Just why it is that otherwise shrewd Fellow," issued by E. C. Stearns & My efforts to make the department Co., builders of the Stearns Bicycle. useful have met with a very cordial In typographical and literary construcand general appreciation. During the tion this circular is as good as anytime that the department has been thing I have seen lately. It is pubrunning I have received a great deal of lished in answer to an attack on the matter from those who are not inter- Stearns Bicycle by the Victor Bicycle ested in retail advertisements, and a people. I believe that is a mistake, criticism of whose methods would not I believe that attacks should not be have been interesting or valuable to answered-at least not directly-unretailers. These matters I have been less they are of such a character that obliged to pass over, but they have they can be answered through a court been numerous enough to make me be- of law. I know that it requires a lieve that the department would be great deal of self control not to talk made more useful by widening its back when you are abused, but it isn't scope. It has, therefore, been decided good policy to do it. Let the other to make this department of criticism fellow talk about you all he pleases, cover the whole field of advertising. let him spend all the money he wants It will not take very long to find out to in advertising you. The more he whether such a department is wanted talks the more people will know about by the readers of PRINTERS' INK. If your product. He is helping people it is wanted I shall expect to receive a to the knowledge that you are on great deal of matter for it. If it is not earth and doing business; he is telling wanted I will return to the original people very plainly that you amount

The bicycle business is different to decide matters quickly and posi- from other businesses in a great many tively, as can be done in purely retail ways, but in some ways all businesses lines. There are some things in are alike. No matter what I was ad-general advertising, however, that are vertising I would devote all of my susceptible to fixed rules. There are energy and brains to advertising that a great many things in general adverthing. I might sometime in a general tising to be learned by experience and way acknowledge that I had some comby observing the experiences of others. petition, but I certainly would never A great many of these things I am in focus the attention of my readers upon a position to know. I believe that I any one competitor. If any of my can give in this department criticisms competitors wished to advertise me by and suggestions that will be valuable. name he might do so to his heart's I cannot promise to review all of the content, without ever getting a single, of it I receive the greater will be my have seen this sort of thing done so often and by so many bright people

whatever.

in its favor, but it does advertise Victor Bicycles.

The Interior Hardwood Company of Indianapolis has sent me some of its printed matter for criticism. business is the manufacture of parquet floors, and the matter sent presents its business in a very attractive way. There seems to be no skimping about the work. The engravings are all excellent; the paper used is good, and, with one exception, the printing is

very well done.

In a booklet of 24 pages, with a pretty color design printed in three or four colors from half-tone plates, is given a very complete catalogue and pictures of "wood carpet." The book falls short when it comes to descriptive printed matter. This part of it is crowded entirely too much. There should have been at least four more pages used to admit of larger type and a little smoother expressions. One of the strangest things in advertising or in printing is that a man will start out with the intention of having the best thing he can get. He will find, let us say, that it is going to cost \$105, but that by skimping it a little bit he can get it for \$100. Taking that \$5 off of the price and out of the quality is just like taking the edge off of a knife. You can cut some things with a dull knife, but there are some things you can't cut with it, and you can't cut anything with it as quickly, smoothly, cleanly and thoroughly as you can with a sharp knife. Advertisit does cost a little bit for grinding. It this rule, but they are exceptions, brain of greatest resistance.

that I haven't much hope that this weight. If it takes a strain of one little talk of mine will do any good thousands pounds to break a chain, nine hundred and ninety-nine pounds This Stearns circular is not at all won't do any good. You can spend rabid and it is written apparently in nine hundred and ninety-nine pounds the best of humor. It has that much on it and leave off just where you started. If you want to break that chain you will have to spend that nine By the way, this circular was sent hundred and ninety-nine pounds over to me by a very bright advertiser with again and add the other pound to it the comment that he thought it the after all. It would have been better best thing he had seen recently. As to have used one thousand and two Mark Twain says: "It were not good pounds at the start. It is better to that we should all think alike. Dif- spend \$105 for a thoroughly effective ferences of opinion are what make ad than to spend \$100 for one that is horse races."

RETAIL ADVERTISING.

LAKE CITY, Colo., May 6, 1895. Mr. Charles Austin Bates :

DEAR SIR—Having paid particular attention to the "retailer's department" of PRINTERS' link for the past six months, I now take the liberty of sending a copy of one of my first attempts in the ad line for your criticism. The "Oil Combine" mentioned is a State incident and was used to draw attention to the ad. tion to the ad.

Thanking you in advance for any advice you may see fit to extend, I am, yours respectfully,

D. L. STOCKTON.

'Tis hardly needless to state that P. I. is the first thing opened of all our big "Monday's mail."

The advertisement sent probably sold goods, because it gave a lot of low prices. There was, however, a lot of space wasted in talk about the "Oil Combine."

An advertisement ought to concern itself directly, or indirectly, with the goods it advertises, and not start out to talk about something else. The thing I object to runs something like this: "The sun is ninety-three million miles from the earth, but Pyramid Pepsin Chewing Gum will cure dyspepsia," or perhaps it might be like this: "It costs a hundred dollars to go across the ocean in first-class style, but you can buy calico for four cents a yard at Blank's."

If the thing advertised has nothing interesting about it, you cannot sell it by dragging extraneous matter into the ad. Advertising should be direct. I ing ought to have a razor edge, even if presume that there are exceptions to ought to be keen enough to enter the believe that the advertisement that strikes straight out from the shoulder It is the last few dollars that is spent without any disguise and with the conon advertising that gives it value It fessed object of selling somebody is the last pound of power that lifts a something, is the kind of advertising and sticking there.

BOSTON ONE-PRICE CLOTHIERS.
DUBUQUE, Iowa, May 10, 1895.

Mr. Charles Austin Bates, New York, N.Y .: DEAR SIR-Inclosed find a catalogue used DEAR SIK—Inclosed and a catalogue used by us this spring as an aid to our newspaper advertising, also a couple of our ads. Kindly criticise same in department of PRINTERS INK called "Advertising for Retailers." I have taken "the Little Schoolmaster in the art of advertising" since 1892, and treasure it very biother to the control of t highly. Yours respectfully.

SAM HELLER, Manager. There is nothing to be said about these They are just about advertisements. like the ads of large clothing houses all over the country. They are well displayed, full of prices, special offers, etc., and I have no doubt in the world that they are effective. There is frequently a waste of space, which certainly would not be advisable where news-

paper rates were very high.

There are two kinds of clothing advertising. One is known distinctly as the "Rogers, Peet style" and the other is the other style. Clothing ads all over the country have pretty much the same characteristics. I believe I prefer the Rogers, Peet style with modifications to the black display of the other style. Clothiers could use a style very similar to that of the Wanamaker advertising, and thereby save a great deal of space. This, I think, would be a real saving, because the ads would be just as effective as they are now. An advertisement set in pica old style, with an occasional display line, is a gread deal better displayed than one in which almost every other line is in big black letters.

C. O. BABBIT & SON. CORRY, Pa., May 7, 1895. Mr. Charles Austin Bates :

DEAR SIR-Inclosed I send you some ads we have been using in our two daily papers. We have changed them every week and used 3 lines of locals changed daily in connection with them. Our wall paper shows an increase over last year considerable. I am a constant reader of your department of PRINT-Eas' Ink, and whatever of merit, if any, there is in these ads is due to ideas I have received from that "Little Schoolmaster." Yours truly, FRANK T. BABBIT.

Some of these advertisements could have been made very much shorter without weakening the sense at all, and where this is possible, it ought to

that will be always most successful. I terse, crisp style of writing will come believe in going straight to the point with practice. The two ads following are, I think, the best of the batch sent, and should be found useful to other advertisers.

IT WILL NOT STREAK.

At last we have secured a perfect wall cleaner. You can clean your paper, and make it look nearly like new, and do it yourself. No skill required. It comes in a powder, to be mixed only with hot water. One package will clean 800 square feet, and it costs but 50c. a package. You should clean your walls for health's sake. This cleaner is antiseptic. To be had only of

ECONOMY

IS A GREAT REVENUE.

The box of Writing Paper we are now offering at 15c. is good value. Pure linen, ruled or plain. We know you will be pleased with it, and if you are not, you can get your money We do not want you to have anything from our store unless you

Here is an advertisement which was sent out on a postal card. It is a good advertisement, and I think the method of circulating it is also good.

Do Brains Eat?

Some people must think so, for they are always talking about "brain food." One of the best brain foods is fish. We sell them. We pack fresh fish with ice in nice clean boxes and send them by express to any point in the country. Express rates on fish are very low. Will you buy of us?

PRICES TO-DAY ARE AS FOLLOWS. Smelt. 4 c. per lb. 3 c. per lb.

PACIFIC COAST TRADING COMPANY. FISH DEPARTMENT

FAIRHAVEN, STATE OF WASHINGTON. Postal cards are almost sure to get attention, and if the story told on them is not too long, it will be read and digested. It is possible that by and by these postal cards will be used so much that part of their value will be taken away, but that time has not come yet. It is my belief that many retailers could do no better advertising than to publish and mail a postal card similar to this one once a week at least. Five hundred postal cards, printed and addressed, would not cost be done. However, Mr. Babbit tells over seven dollars. They would reach a piain story without any frills, and a five hundred families, which is a greater

number than the average grocer or druggist or shoe man deals with. Such circulation is positive. You know exactly where it goes, and if you make

comes of it.

be checked—the results of which can be definitely determined. This rule, I think, is almost without exception for the retail dealer. The large, general advertiser has to take his chance. He has no way of checking his ads except in occasional instances. There are excuses for any mistakes that he may make, but the retailer need not make mistakes in advertising, or at least, he need not keep on making them. Let him use only such media as permit the checking of results. Let him look always for direct returns and be suited with nothing else, and his the ad. advertising will be sure to pay.

The following letter shows the usefulness of PRINTERS' INK:

Business Department, "Charleston Daily Sun." Largest local circulation, eight pages, toc. | per week; leading afternoon daily in a city of 60,000 people. Charleston, S. C., May 24, 1895.

Mr. Charles Austin Bates:

DEAR SIR—Your "Department for Retailers" is of inestimable value to the "wideawake" newspaper man and merchant. I forward you a copy of the Charleston Daily Sun, with its 24 columns of live advertisements, all of which are prepared in PRINTERS!
INK style. I know of no newspaper man to-day who can claim to be "up-to-date," who does not read your department with interest and of value to himself. I have been with the N. Y. World, the St. Louis Chronicle— three times—the San Diegan Sum, San Diego, Cal.—same ownership as St. Louis Chronicle secretary and adv. manager, of Fort Worth, Texas, Gazette, and other papers, and every-where "The Little Schoolmaster" played an important part.

Success to you and the pioneer work of your department and Printers' Ink. Very truly,

F. J. STUART,
Manager Sun.

"Mr. Jones of Chicago."

It used to be Mr. Jones of Louisville.

I do not know of anybody who excels Mr. Jones in the ability of getting striking and artistic display into a newspaper ad. He did good work in Louisville, but he is doing better work in Chicago. The Chicago work shows on the face of it that expense was no begins on Monday.' object at all,

On May 18 A. M. Rothschild & Co. opened an enormous department store at the corner of State and Van-Buren streets. For a number of days special offers you know exactly what before the opening, space was used in the Chicago papers to announce it. I believe in advertising which can The advertisements are not the old stereotyped statements that a store would be opened, but each one of them, occupying a space three columns wide and ten inches deep, consisted of a strong and attractive engraving, accompanied by a few words of explana-

One of the ads starts out this way: Train load after train load of the prettiest of everything is being whirled across the continent from all direc-tions." This statement was made This statement was made realistic by an ingenious design showing eleven long trains running across

In most of the ads a picture of the building was shown, and as the days went by the advertisements seemed to increase in earnestness and enthusiasm until they culminated in a page advertisement printed on May 19, an-nouncing an opening sale. This page is made up mostly of attractive drawings, with the following reading matter: "A New Era in Retail Merchandising -This store, after having searched the world from east to west for the newest and best of everything, throws open the doors for its first great sale. The power of an unlimited capital, through spot cash buying, has brought prices down to the lowest possible point which American history has ever known." The store is heralded in every ad as "Chicago's Bargain Center.

The day after the opening a large space was taken in the papers to publish "An Apology to the Public." The crowd which came to the store was so large that the doors had to be closed and the assistance of a squad of police secured. In the advertisement the crowd is spoken of as "something that we are proud of and yet sorry for. Proud of, because we thank the people for their unanimous support. Sorry for, because the crowd was so great that the police department refused to allow us to welcome them. To those who were disappointed in getting in we extend a hearty invitation to the great opening sale which Advertising of this kind gains much by the appearance of enthusiasm. This feature Mr. Jones has brought out in a truly artistic manner, and the crowd at the opening was only the natural sequence. This line of work is, I think, the best that I have ever seen from a city which is known everywhere for its good advertising.

READY-MADE ADS.

For a Clothier.

TWIXT WET AND DRY.

A good idea to keep on the dry side of these April showers in May, isn't it? Wouldn't a MACKINTOSH sandwich nicely?—one of our Mackintoshes. Good ones at Good ones at \$5, better ones at \$8, and way up ones at \$10; blue, black and gray, with and without capes

Remember our Tailoris Department; we're nev prouder than when whelp you to feel proud. ember our Tailoring

GILKESON & CHILD.

For a Newspaper-(By A. T. Deitz).

If a

Merchant

wants to increase his trade let him remember the old saying, "If you don't see what you want, ask for it." and he must not forget that the most effective way to ask for it is through the medium of a good newspaper. It will fetch business every time.

For Furniture-(By Henry Holmes).

COVETOUSNESS

Is a fault we plead guilty of. We covet all the furniture trade of this town. We make every legitimate effort to get it, too. The high quality of our goods and the small prices show that.

For Umbrellas.

SPRUNG ANY LEAKS LATELY?

We can't stop these Summer Showers, but we keep Umbrellas that laugh at the rain. They're also handy in the way of keeping on the Shady Side of the Sun.

GILKESON & CHILD, Hatters and Men's Furnishers.

For Organs-(By Jas. A. Bates).

CLEARING SALE.

GOT 'EM STARTED-Lots of 'em sold during the past ten days—ADVERTISING DID IT Yes, and the low prices, and our easy pay-asyou-can terms. Reckon we better keep at it.

THE PHACTS IN THE CASE.

300 Elegant Organs-New, Late Styles-Best Makers-At Half Value to Reduce Stock.

Got too many—Must Sell—Can't Carry Over —Floors breaking down—Got

Price No object-Profit not considered in this sale.

Smallest Payment-Only 50c., 75c. or \$1 paid weekly will secure one.

For any Business-(By Henry Holmes).

A little Bit Crowded.

The store was a little bit crowded with eager buyers of last week, but we like it that way, and to "keep 'em coming" we offer this week at \$-

For Carriages-(By H. M. Webber).

SOUARE WHEEL



That is, a wheel built square in shape, would look queer on a carriage, but my wheels and my carriages and all the goods I turn out are square. I personally superintend all the departments of my factory and GUARAN-TEE ALL MY WORK. The biggest part of my advertising is done by those who have been my customers. Some bought a wagon or a carriage from me thirty years ago—some last year. They will all tell you that I am the man to buy from. It costs you nothing to get my prices before purchasing elsewhere. I have a fine stock for 1895 and will be pleased to show them. will be pleased to show them.

For a Newspaper-(By A. T. Deitz).

A B C of Advertising

dvertising ttracts ttention.

> rightens ackward usiness.



.An___

Advertisement

Judiciously placed in a live newspaper THAT IS READ is like a bullet which goes

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## RIGHT TO THE MARK.



Some circulations are sluggish. A paper that is not attractive to the reader is not widely read. An advertisement that is not read represents.



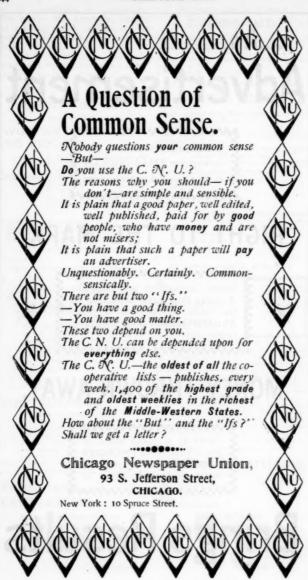
## MONEY THROWN AWAY.

There is no dead wood in the circulation of The Chicago Dispatch. An advertisement in its columns always . . .

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Brings Results





In proportion to population, the number of persons leaving Washington for a portion of the summer every year is more than three times as large as the hot weather out-go from any other city in the United States. Every one of the thousands engaged in government service at the National Capital is granted a leave of absence of at least thirty days every year, and this vacation is almost invariably taken in mid-summer. The annual problem therefore with this vast throng of health and pleasure seekers is—what place can furnish the greatest advantages, all things considered?

Proprietors and managers of summer resorts who wish to share in so large and valuable a clientage as this should make their attractions and inducements known (and the earlier the better) through the columns of the WASHINGTON EVENING STAR.

Everybody in the District of Columbia who has any money to spend for any purpose reads THE STAR regularly, and its advertising rates, considering the extent and quality of its circulation, rank with the very lowest in this or any country.

New York Representative.

L. R. HAMERSLY.

40 Potter Building.

32 per cent More Advertising

printed in The Evening Post during 1894 than appeared in any other New York evening paper. The excess in 1893 was 25 per cent.

654 More Columns

of advertising printed in The Evening Post during 1894 than in 1893. An exceptional record.

Nine Times Out of Ten.

"The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post. No other has so large an advertising patronage. In influence and respectability it easily takes the lead."—Printers' Ink.

Publication Office: 206-210 Broadway, - - New York.

Our New Illustrated Book,

"The Kind That Pays,"

is practically a handbook and guide for

Street Car Advertising

Rightly Conducted.

Price \$1.00. Postpaid.

....

Address:

CARLETON & KISSAM, 50 Bromfield St., Boston.

Postal Telegraph Bldg., New York.

THINGS ARE SAID ON THE QUIET



about us by publishers which we rather like.

They say among themselves that Rowell pays his bills the very minute they are due.

They say it's a common thing (in fact, it's the rule) for other advertising agents to defer payments 30, 60, 90 days and more.

No wonder, then, that we get bottom rates (actually the bottom) and choice positions!

No wonder we can make a fixed sum buy more space and better space than anybody else!

More still, there's a certain boldness, a certain neatness, a certain attractiveness about advertisements we prepare, and publishers like to print them for more than

the mere profit of it. Does anybody else want bottom rates, choice positions, conspicuous ads? Does anybody else want to find markets?

Our address is 10 Spruce Street, New York.

THE GEO. P. ROWELL ADVERTISING CO.